

# KNIM media

Radio • Digital • TV • Print



# Timeless Anthems. Trusted Insights.

**KNIM Talk 95.9 AM/FM** delivers trusted coverage of regional news, politics, agriculture, and sports to an engaged, intentional audience. By amplifying local voices and fresh perspectives, we provide the essential information that impacts our listeners' lives. We provide content from The Duane Lester Morning Show, The Ramsey Show, Brownfield/Learfield programming, Will Caine Country, Sean Hannity, and FOX News, to name a few.

Complementing this, the Classic Rock on **KVVL 97.1 FM** offers a curated experience featuring legendary tracks and deep cuts. KVVL 97.1 FM provides a comprehensive retrospective of rock history, featuring legendary hits alongside the rare B-sides and deep tracks that other stations overlook. It's a premium listening experience with rock's most iconic artists, alongside consistent updates on news, weather, and local athletics.

Your brand deserves to be seen, heard, and remembered. While radio is at our core, we connect you with your audience wherever they are—whether they're tuning into **KNIM TV**, flipping through the pages of **Best of Midwest** magazine, or engaging with our dynamic **digital advertising suite**.



# Let's Talk Results...and How We Get Them

## Localized Information

At KNIM Media, we focus on what matters most to our community, such as providing quality information, entertainment and promoting local events. We also serve as a vital resource for residents by delivering essential updates on school closures, breaking news, and weather alerts.

## Sense of Community

KNIM Media helps listeners connect with their community by encouraging engagement with local groups, events and opportunities to meet new people. Additionally, listeners can call in to interact directly with our radio hosts and fellow community members regarding subjects relevant to community members.

## Bringing Information & Entertainment with Classic Rock and Talk

We don't just fill the airwaves; we curate your day. From the first headline to the final guitar solo, KNIM Media is your daily download of truth and electricity.

## Advertising

Local radio is an effective way to reach a large number of people within a specific broadcasting area. By combining the demographics of a talk radio format with a classic rock format, you can access an incredibly broad listenership.

Additionally, when integrated with digital campaigns, radio advertising can significantly increase sales and revenue. The personal nature of local radio helps build long-term trust and brand recognition.



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1618 South Main Street  
Maryville, MO 64468  
660-582-2151



# Northwest Missouri's Talk Authority

As the region's premier News/Talk outlet, we provide a platform for the stories, debates, and headlines that matter most to our listeners. From the halls of the courthouse to the local coffee shop, if people are talking about it, they're hearing it on KNIM Talk 95.9-1580 AM.

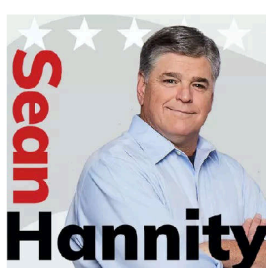
## Local News, Local Voices



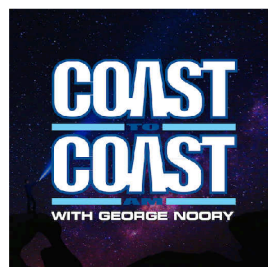
### The Duane Lester Show (Weekdays 7a-9a)

Duane Lester is a seasoned grassroots organizer, political strategist, and communicator who's spent nearly 20 years fighting for individual liberty, limited government, and a freer Missouri. A former U.S. Navy journalist, Duane launched All American Blogger in 2007, earning national recognition for his sharp political commentary and principled defense of free markets.

## Nationwide Commentary



## Something For Everybody



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# Loud Music, Big Personalities

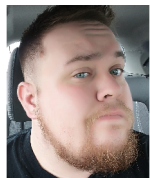
**KVVL 97.1 Everything That Rocks is more than just a radio station; it's a cultural cornerstone for rock enthusiasts. From grunge and classic anthems to the cutting edge of modern alternative, we deliver a high-decibel experience to a loyal, engaged audience.**

**We boast a stable of engaging on-air personalities who entertain our audience 24/7/365 including:**



## **Lester St. James (Weekdays 6a-10a)**

It was almost a given that a life in radio was the future for young Lester, who nearly broke the family's budget with the number of 9 volt batteries they had to purchase for his transistor radio that he would fall asleep listening to nightly. Now in his third decade traveling the country playing radio and serving the 14 communities he's called home. Lester has made thousands of special bonds with listeners along the way.



## **Sparks (Weekdays 10a-3p)**

With humble origins in SW Iowa, Sparks grew up listening to local radio icons Todd-n-Tyler on KEZO 92.3 in Omaha. Eventually cutting his teeth in the industry at KIWR 89.7 The River, the radio life has led him to a few different stations and communities -- but the pull of NW Missouri has been inescapable.



## **Don Burch (Weekdays 3p-7p)**

After working in Elko, NV, Jefferson City, MO, and Carrollton, MO, Don started with Nodaway Broadcasting in Maryville in 2010, working as afternoon DJ on KVVL and production manager. In 2017, he and his wife, Sandy, left to help their kids in Colorado and eventually working in Page, AZ, before taking an opportunity to return to Maryville in 2018, this time permanently! After the station changed hands, he hosted The Breakfast Club morning show on KNIM with co-hosts Trish Ellis and later Holly Cronk. Don retired on August 2nd, 2024, which was then proclaimed Don Burch Day in Maryville. (So Cool). In 2026, Don decided to make his return to the airwaves, hosting afternoons on KVVL from 3 to 7. Says Don, "It's where I started here and feels good to be back. My wife and I love living in Maryville and will call it home for the rest of our lives!"



## **Tim Jeffreys (Weekdays 8p-12a)**

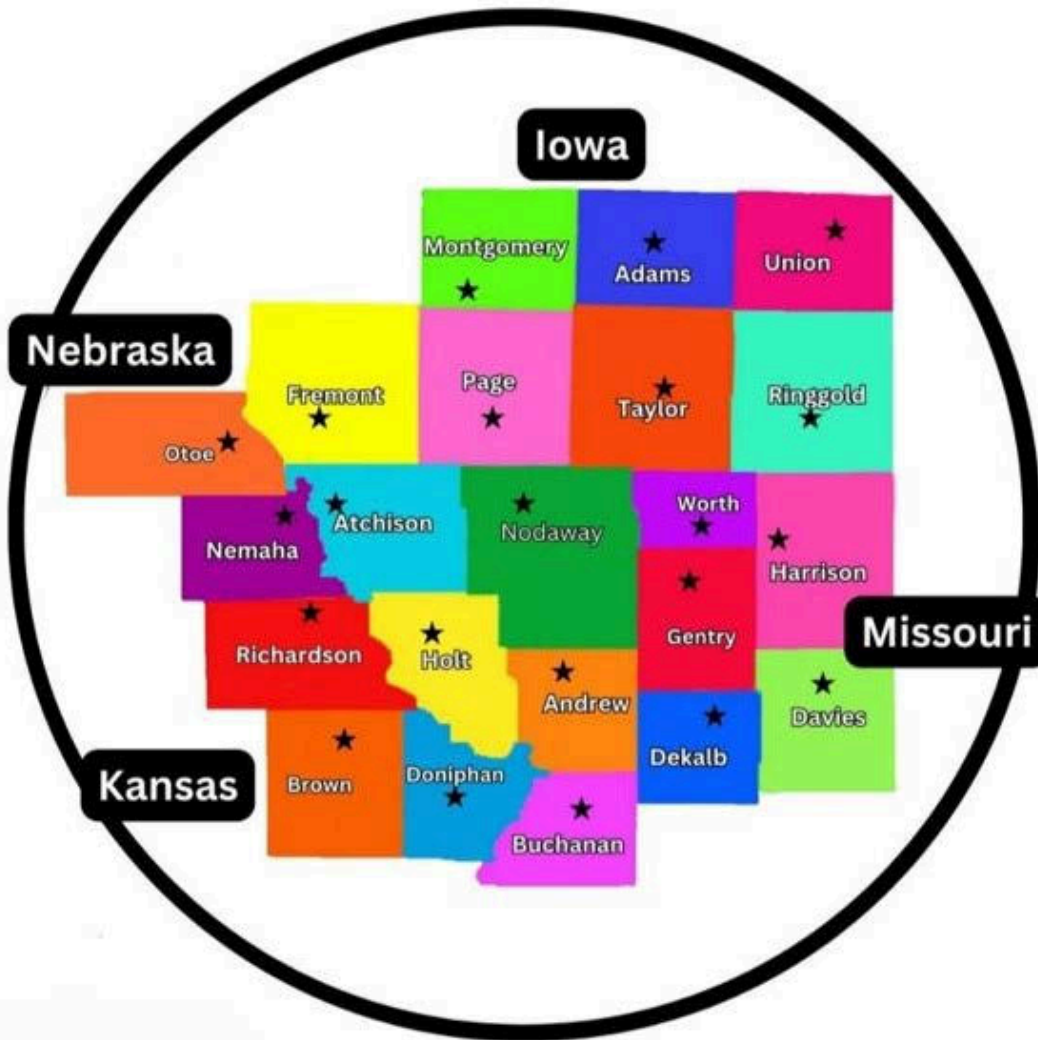
Tim Jeffreys journey in radio began in Colorado, working for legendary rock stations in the early 90's. Tim got the opportunity to take his talents San Francisco, where for 25 years he was a huge part of the Bay Area Radio Market.



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## Coverage includes 4 States - 22 Counties



### Iowa

7 Counties  
 Red Oak  
 Corning  
 Creston  
 Hamburg  
 Shenandoah  
 Clarinda  
 Bedford  
 Mt. Ayr  
**57,473**  
 Listeners

### Missouri

10 Counties  
 Albany  
 Bethany  
 Gallatin  
 Grant City  
 Jamesport  
 King City  
 Lake Viking  
 Maryville  
 Maysville  
 Mound City  
 Pattonsburg  
 Rock Port  
 Savannah  
 St. Joseph  
 Stewartsville  
 Tarkio  
**166,451**  
 Listeners

### Kansas

2 Counties  
 Elwood  
 Wathena  
 Highland  
 Hiawatha  
**16,557**  
 Listeners

### Nebraska

3 Counties  
 Falls City  
 Auburn  
 Nebraska City  
**31,469**  
 Listeners

## 310,000+ POTENTIAL LISTENERS



**Target Demographic:**  
**25-65**

At 97.1 KVVL, **Everything That Rocks**, we dig deep into the roots of rock music, spinning the legendary tracks from the bands you've loved for decades, plus the B-sides and deep tracks other stations overlook. We sprinkle in news, weather and local sports coverage. Where the legends live and the volume stays at eleven. We're bringing you the greatest riffs ever recorded, 24/7. Listen on the dial, the mobile app and our website.

[971kvv.com](http://971kvv.com)



**Target Demographic:**  
**35-64+**

KNIM Talk, 95.9FM / 1580AM positions your brand alongside the most trusted content in the region, covering local, state and national news, politics, agriculture, finance, and sports. Our listeners tune in with intent, seeking news and information that impacts their lives and livelihoods. Listen on the dial, the mobile app and our website.

[knimtalk.com](http://knimtalk.com)

# The Power of Fixed Position

## Why Fixed Position Advertising?

Investing in radio segments for news, sports, or weather could be the game-changer your brand needs. Imagine a listener tuning in for the morning weather forecast; your brand is mentioned seamlessly as they prepare for their day. Or, consider your product being spotlighted during a halftime report, connecting your brand with the excitement of a high-stakes game. This goes beyond traditional advertising; it integrates your brand into the listener's daily routine, building trust and recognition effortlessly. By choosing these prime radio spots, you can significantly enhance your market presence.

## Fixed Position Examples

### Local News

KNIM AM/FM and KVVL FM have long maintained a dedicated news presence in the four-state area, providing comprehensive local news coverage Monday through Friday.

### National Fox News/Sports every Hour 7 Days a week (FOX News)

We are pleased to offer FOX News Alerts for breaking stories, including anchored and unanchored coverage of all major news events. Our programming includes daily and weekly features, long-form holiday specials throughout the year, and custom two-ways with FOX News Channel radio correspondents and experts. Additionally, we provide news actualities and reports from both FOX News Channel and FOX Business Network, among other comprehensive resources.

### Brownfield AG Report, Monday – Friday

Brownfield Ag News is your trusted source for reliable agriculture news, market trends, weather updates, and expert interviews. Founded in 1972, Brownfield Ag News is the largest and one of the oldest agricultural news radio networks in the country.

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**BEST of  
MIDWEST  
2026**

2025  
**BEST of MIDWEST**

YOUR FREE COMPREHENSIVE GUIDE TO THE MIDWEST  
[BESTOFMIDWEST.COM](http://BESTOFMIDWEST.COM)

PRESENTED BY  
**NUCOR**

Find the Best businesses in the region with BestOfMidWest.com! Our magazine serves as a print AND digital gateway to the Midwest, where sun-kissed fields meet vibrant local communities. With hidden treasures and amazing small businesses, we invite you to explore the authentic essence of the American heartland through the Best of Midwest!



**KNIM media**  
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154 CATEGORIES  
[BestOfMidwest.com](http://BestOfMidwest.com)

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## Digital Media

The Most Specific....Yet Versatile Medium  
Available anywhere in the U.S.

Specific Service	Investment	Impressions / \$500	Impressions / \$1000
Targeted Display Geotargeting	\$14 CPM	35,715	71,429
Targeted Display Geofencing	\$14 CPM	35,715	71,429
Streaming Audio	\$45 CPM	11,111	22,222
YouTube	\$25 CPM	20,000	40,000
OTT / CTV	\$75 CPM	6,667	13,333
Facebook / Instagram	\$25 CPM	20,000	40,000

## Website Services

Website Design	1-2 Pages	3-5 Pages	6-10 Pages	10+ Pages
	\$1,800	\$2,900	\$4,000	Custom
Website Hosting	Monthly	Quarterly Save 5%	Annually Save 10%	
	\$150	\$428	\$1,620	

## Understanding Digital Media

**Geotargeting** transforms your marketing from a 'wide net' into a 'guided laser'. By serving ads based on where a user is, or where they've been, you ensure your budget is spent on the most relevant local leads. Through mobile ads and websites, people in specific locations will see your digital ads. You can choose to reach people based on their ZIP code, town, state, or within a certain distance of a specific GPS point. Reach your target audience with display ads by targeting the end user based on their current location, or where they have been.

Geofencing is like drawing an invisible digital 'fence' around a specific building or area. Once someone walks inside that fence with their smartphone, they are added to a specialized audience list and served targeted ads while they browse their favorite apps or websites, ensuring your brand stays top-of-mind during and after their visit. This includes users who have been or are currently visiting this location. (ie: you can geofence a competitor and serve ads to its customers. You can also geofence your own store and serve ads to re-engage people who have recently visited you). Through this digital 'fence', you can identify and engage with mobile users based on their real-time or historical physical presence within that area.

**Streaming Audio** ads play while people listen to their favorite music or podcasts on apps like Spotify, Pandora, iHeartRadio, Deezer and Spreaker. You can geotarget your ads so they only play for people in specific areas to reach your target audience. Placing commercials within these premium platforms reaches a highly engaged audience in a focused, one-on-one environment. With advanced geotargeting capabilities, you can narrow your reach to specific geographic regions, ensuring your message is heard only by relevant local audiences to eliminate 'wasted' ad spend on listeners outside your market.

**YouTube** is a popular platform that almost everyone in the world is familiar with! Reach your audience with an engaging video ad, showing your video commercials to specific groups of people. Choose your audience based on where they live or what they are interested in. By utilizing YouTube's sophisticated targeting tools, you ensure your brand's story is seen by the right viewers at the most opportune moments. You can define your audience through their specific hobbies, search habits, and the types of content they regularly consume. Limit your ad delivery to specific countries, states, cities, or ZIP codes to align with your business goals. Fine-tune your reach by age, gender, parental status, or household income to match your ideal customer profile.

**OTT / CTV** reaches cable cutters through their Smart, Roku, Apple, Google and Amazon TV and streaming devices by delivering high-definition video ads directly to streaming devices. This strategy bridges the gap between traditional television impact and modern digital precision, allowing your business to appear alongside premium content on the largest screen in the home through streaming apps (like Hulu, Netflix, etc.). These ads are also viewed on their phones and tablets.

- **CTV (Connected TV):** refers to the physical device used to stream video including Smart TVs, gaming consoles and plug-in devices like Roku, Apple TV and Amazon Fire Stick. While these ads are primarily designed for the 'big screen' experience, the technology is fluid. Your campaigns can follow users across all digital devices.
- **OTT (Over-the-Top):** refers to the service or app that delivers video content over the internet, bypassing traditional cable or satellite providers such as Hulu, Tubi and Peacock.

**Facebook / Instagram** ads put your brand in front of people while they scroll through their feeds. Target consumers based on hobbies, interests and their location. Reach customers where they already spend their time-sharing photos, watching reels, or checking in with friends. Whether you are a small local shop or a huge national brand, you have access to the same world-class targeting tools. By integrating your brand into the daily digital habits of your market, you can capture attention where it is naturally most focused. Meta's advertising platform allows you to move beyond broad demographics and reach users based on their hobbies, the pages they follow, and their passions. Target specific regions, cities, or neighborhoods to ensure your message reaches local prospects.



# KNIM Media Rate Card

Contract Term KNIM 95.9 FM/1580 AM	:15 Rate	:30 Rate	:60 Rate
1-4 Weeks	\$13	\$17	\$30
5-10 Weeks	\$10	\$15	\$27
11-26 Weeks	\$8	\$11	\$20
Annual	\$5	\$8	\$12

Contract Term KVVL 97.1 FM	:15 Rate	:30 Rate	:60 Rate
1-4 Weeks	\$19	\$26	\$35
5-10 Weeks	\$16	\$22	\$30
11-26 Weeks	\$14	\$18	\$25
Annual	\$7	\$10	\$15

Add 20% for specific daypart (6a-10a, 10a-3p, 3p-7p)

Add 10% for schedules running 6a-7p

Deduct 20% for a combo buy.

**Bonus Schedule:**

10 Weeks+ - 10/1 (10 paid = 1 bonus)

26 Weeks+ - 7/1 (7 paid = 1 bonus)

Annual - 4/1 (4 paid = 1 bonus)