



1401 A Forum Dr.

Rolla, MO 65401

OFFICE: 573-364-4433

Email: kkid@kkid929fm.com

K-KID 92.9 FM

Standard Rates and Packages





About Us

K-KID 92.9FM is a 21,000 watt Classic Rock station that features music from Eagles, Aerosmith, The Beatles, Tom Petty and ZZ Top just to name a few.

Our classic rock format has developed a dedicated listening audience over the last 25 years. Our core audience is ages 25-60 with 40% of our listening audience being women. Our average listener tunes in for 3 hours a day. K-KID covers 14 counties in South Central Missouri. From Franklin to Pulaski, east to west and Gasconade to Shannon, north to south with Phelps, Dent and Crawford counties being our core.

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Standard Rate Card

Mid-Missouri's Most Listened To Classic Rock Station

Monday thru Friday	30 Seconds	60 Seconds
Fix Times:	\$28.50	\$39.50
Morning Drive: 6a-10a	\$26.00	\$35.50
Afternoon Drive: 3p-7p	\$26.00	\$35.50
Mid-Day: 10a-3p	\$21.50	\$30.00
Evening: 7p-12a	\$18.50	\$21.50
Prime Time: 6a-7p	\$21.50	\$30.00
Monday thru Saturday		
Flex Time: 6a-9p	\$17.50	\$22.50

Total Audience Plan Discounts:
All ads run 24 hours a day with equal rotation Mon-Sun

	30 Seconds	60 seconds
1-50 ads	\$11.50	\$16.50
51-99 ads	\$10.50	\$15.00
100+ ads	\$9.50	\$13.50

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Prime Time Plus 2026 Package

Detailed monthly ad schedule :60 or :30 second ads.

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Monthly Run Schedule:

Days	Time	Len	Rate	Len	Rate	SPD	SPM
MTWTF...	6:00a to 10:00a	:60	\$17.35	:30	\$12.00	1	20
MTWTF...	10:00a to 3:00p	:60	\$13.80	:30	\$9.50	1	20
MTWTF...	3:00p to 7:00p	:60	\$17.35	:30	\$12.00	1	20
MTWTF...	6:00a to 7:00p	:60	\$9.50	:30	\$6.50	3	60
Sat. & Sun.	9:00a to 5:00p	:60	\$8.10	:30	\$5.50	5	40

160 Monthly Total

Monthly totals: Rate Card Price :60 \$4,480.00 :30 \$3,220.00

Monthly totals: Prime Time Price :60 \$1,865.00 :30 \$1,280.00

Average price per spot: :60 \$11.65 :30 \$8.00

Monthly savings: :60 \$2,616.00 :30 \$1,940.00

Receive: Bi-Monthly 5 minute live ad-lib interviews @ 7:40 or 8:40am.
 With a three month minimum or more.



Drive Time 2026 Package

Packages Includes:

Pkg 1 - \$660

3 :30 second spots per day @ \$11.00 per spot

Pkg 2 - \$900

5 :30 second spots per day @ \$9.00 per spot

Equal Rotation throughout drive times:

M-F 6am-9am

M-F 10am-1pm

M-F 3pm-7pm

3 month minimum

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Backward Song of the Day

Sponsorship Includes:

65 :30 second commercials per month
scheduled 6am thru 9pm Monday – Saturday

Plus a :30 second ad the day of your
gift giveaway at 7:25 Monday thru Friday

3 month minimum

Your Cost:

\$450 Monthly

Plus 4 \$20.00 Gifts certificates for winners

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Classic Rock History

Sponsorship Includes:

Classic Rock History 7:55 weekdays
65 :30 second commercials per month
scheduled 6am thru 9pm Monday – Saturday

Plus a live mention at 7:55 Monday thru Friday
3 month minimum

Your Cost:
\$450 Monthly

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8:00 Rock Block

Sponsorship Includes:

65 :30 second commercials per month
scheduled 6am thru 9pm Monday – Saturday

Plus a live mention at 8:00 Monday thru Friday
3 month minimum

Your Cost:
\$450 Monthly

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Live Remote Broadcast

Package Includes:

2 Hour Live Broadcast from your location

**60 :30 second commercials to be scheduled
within 30 days of the remote**

**15 :30 second promos run 3 per day
for 5 days before the remote**

**5 Live mentions on the KKID Morning Show
Mon-Fri 7a-9a**

**Your Cost:
\$1195**

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K-KID 92.9

**Taking The Afternoon
Drive Time On the Road**

K-Kid Takes the Afternoon Drive Time on the Road!

Sponsorship Includes:

**50 :30 Second Commercials Per Month
Scheduled Mon-Sat 6a-9p**

**1 – 2 Hour Remote During Afternoon Drive Time
3pm to 6pm Monday thru Friday
\$1195.00 Value FREE**

Your Cost:

\$500 per month

(3 month commitment)

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Frequency Sale

**Frequency Is KEY!
Frequency Is Repetition!
Frequency Sells!
Only K-KID can deliver the
Frequency you need!**

You Choose:

Your Business Receives:

- 1. 50 :30 Second commercials per month - \$425 = \$8.50 per spot**
- 2. 100 :30 Second commercials per month - \$700 = \$7.00 per spot**
- 3. 150 :30 Second commercials per month - \$825 = \$5.50 per spot**

Three month minimum on 2 & 3

**All spots are scheduled Mon-Sat 6a-9p with equal rotation.
Record your own announcement to personalize your business's message.**

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Till Further Notice

Package Includes:

50 :30 second commercials per month
scheduled 6am thru 9pm Monday – Saturday

3 month minimum with 30 day written notice thereafter to cancel

Your Cost:

\$350 Monthly

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**K-KID's
LOWEST PRICED
:30 Second
ANNOUNCEMENTS**

**Package Includes:
3,650 :30 second announcements!!!
That's 10 announcements daily for one year.**

24/7/365

Scheduled as followed with equal rotation:

3 ads from midnight to 6am

5 ads form 6am to 7pm

2 ads from 7pm to midnight

ONLY \$2.00 per spot

Available on a prepaid amount of \$7300.00

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\$5.00

:30 Second Spots

Package Includes:

100 :30 second commercials per month
scheduled 6am thru 9pm Monday – Saturday

With equal rotation

Your Cost:

\$500 Monthly

12 month agreement

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Website Logo & Video Production

www.KKID929FM.com

Promote your Business Logo or Video on our Website. Listeners click "[Listen Live Now](#)" daily to stream the station and enter giveaways, promotions and more.

Your Cost:

1 Year Logo Hosting - \$180.00 (\$15.00/month)

Custom Video Production for :30 and :60 second spots.

Video Production – [Contact](#) for Rates

1 Year Video Hosting – \$300 (\$25.00/month)

Your video will also rotate on our own [social media](#) sites.

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Saturday Special Title Sponsor

K-KID's Saturday Specialty Show lineup includes:

Acoustic Storm 1p-3p

Blues Deluxe with Dave Johnson 3p-4p

Get the Led Out with Carol Miller 4p-5p

Sammy Hagar's Top Rock Countdown 5p-7p

Title Sponsorship Includes:

Six :30 sec announcements ever Saturday 1p-7p

With 2 spots per hour to run during your sponsored show

Your business named tagged on the show promo

Four promos scheduled Sunday-Friday 6a-9p

Your Cost is Only \$245 per month

Three Month Minimum

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