

Erika Huffman

From: Matt Mackowiak <matt@potomacstrategygroup.com>
Sent: Thursday, October 7, 2021 10:55 AM
To: David Welch
Cc: Brooke Gallagher; Erika Huffman; Josh Goldman
Subject: RE: If you plan to advertise before the election...

Approved

When do you need traffic?

Pls send NAB form.

Need to pay by ACH ideally

-Matt

Matt Mackowiak

President

Potomac Strategy Group, LLC

AUSTIN: 807 Brazos St, Suite 202, Austin, TX, 78701 | office: (512) 469-9090 | fax: (512) 532-0999

WASHINGTON: 1238 Wisconsin Ave, Suite 401, Washington, DC 20007 | office: (202) 350-2647 | fax: (202) 318-8590

Twitter: [@MattMackowiak](https://twitter.com/MattMackowiak)

Podcast: "Mack on Politics"

(iTunes, Google Play, Stitcher, [MackOnPolitics.com](https://www.MackOnPolitics.com))

Texas tipsheet: [MustReadTexas.com](https://www.MustReadTexas.com)

Firm website: [PotomacStrategyGroup.com](https://www.PotomacStrategyGroup.com)

From: David Welch <DWelch@590klbj.com>

Sent: Thursday, October 7, 2021 10:42 AM

To: Matt Mackowiak <matt@potomacstrategygroup.com>

Cc: Brooke Gallagher <BGallagher@590klbj.com>; Erika Huffman <ehuffman@waterloomedia.com>

Subject: Re: If you plan to advertise before the election...

Here's what we can do for Save Austin Now, 30 second spots, gross rates:

Start on the Saturday, 10/23/21 and run through Tuesday, 11/2:

Sat, 10/23/21, 6a-7p: 6x \$60/ea=\$360.00

Sun, 10/24/21, 6a-7p: 6x \$50/ea=\$300.00

Mon-Fri, 10/25-10/29, 6a-10a: 15x \$120/ea=\$1800.00

Mon-Fri, 10/25-10/29, 10a-11a/2p-4p: 10x \$ 75/ea=\$750.00

Mon-Fri, 10/25-10/29, 11a-2p: 10x @\$100/ea=\$1,000.00

Mon-Fri, 10/25-10/29, 4p-6p: 10x @ \$90/ea=\$900.00

Mon-Fri, 10/25-10/29, 7p-12m: 20x @ \$25/ea=\$500.00

Sat, 10/30, 6a-7p: 6x \$60/ea=\$360.00

Sun, 10/31, 6a-7p: 6x \$50/ea=\$300.00

Monday, 11/1, 6a-10a: 5x \$120/ea=\$600.00

Monday, 11/1, 10a-11a/2p-4p: 4x @ \$75/ea=\$300.00

Monday, 11/1, 2p-4p: 4x @ \$90/ea=\$360.00

Monday, 11/1, 11a-2p: 6x @ \$100/ea=\$600.00

Monday, 11/1, 7p-12a: 9x @ \$25/ea=\$225.00

Tuesday, 11/2, 6a-10a: 4x \$120/ea=\$480.00

Tuesday, 11/2, 10a-11a/2p-4p: 4x @ \$75/ea=\$300.00

Tuesday, 11/2, 11a-2p: 5x \$100/ea=\$500.00

Tuesday, 11/2, 4p-6p: 4x @ \$90/ea=\$360.00

Total: \$9,995.00

Let me know as soon as possible and thanks.

David Welch
News Radio KLBJ
590 AM/99.7 FM
8309 N. Interstate 35
Austin, Tx 78753
Ph: 512-832-4082
Mbl: 512-825-8074

Fx: 512-832-4081

From: Matt Mackowiak <matt@potomacstrategygroup.com>
Sent: Wednesday, October 6, 2021 1:58 PM
To: David Welch
Subject: Re: If you plan to advertise before the election...

Let's do \$10k for now

Matt Mackowiak
President
Potomac Strategy Group, LLC

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WASHINGTON: [1238 Wisconsin Ave, Ste. 401, Washington, DC 20007](#) | office: [\(703\) 829-0014](#) | fax: [\(202\) 318-8590](#) ** NEW ADDRESS

@MattMackowiak

<http://www.PotomacStrategyGroup.com>

Sent from my iPhone

On Oct 6, 2021, at 12:53 PM, David Welch <DWelch@590klbj.com> wrote:

Can't really reserve. Must have an order to secure spots. Do you have a budget figure?

Sent from my iPhone

On Oct 6, 2021, at 12:40 PM, Matt Mackowiak
<matt@potomacstrategygroup.com> wrote:

Can you reserve last week?

Send me a plan.

Matt Mackowiak

President

Potomac Strategy Group, LLC

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From: David Welch <DWelch@590klbj.com>

Sent: Wednesday, October 6, 2021 10:56 AM

To: Matt Mackowiak <matt@potomacstrategygroup.com>

Subject: If you plan to advertise before the election...

Hi Matt--

October inventory is essentially sold out until the last week, 10/25. We still have inventory that week, but the sold out weeks will continue to advance through that week and into November.

If you think Save Austin Now will advertise for the Prop A ballot initiative prior to the election in the first week of November, you need to act soon.

Let me know and thanks.

David Welch

News Radio KLBJ

590 AM/99.7 FM

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