



Jim Schneider <jims@vcyamerica.org>

Out of Window Candidate Avail Rates Request - WVIW-FM

2 messages

roger.rafson@ms.genmediapartners.com <roger.rafson@ms.genmediapartners.com>

Fri, Jan 19, 2018 at 11:02 AM

To: jims@vcyamerica.org

Click on this link to send rates:<http://www.genmediahub.com/availRequestMod.php?key=1K3942LXJSDC>

Hello from Roger Rafson at Gen Media Partners/Local Focus Radio. We are getting ready for the mid-term elections in 2018. The Primary in West Virginia is May 8 (the window opens March 24). We want to be ready with your out of window candidate rates. Please click on the link below, review the rates we have and update them to be your out of window candidate rates.

This will be 1 of 3 emails you get from us. Please respond to each of these emails. This one is for out of window candidate rates (the others will be for In Window candidate rates and for issue/PAC rates). But this is for out of window candidate rates.

You should be receiving an email like this for each of your stations. If we didn't get to you for any of your stations, please send me an email with your rates and I will input them for you. We want each of your stations to be considered! When submitting your rates, please make sure to account for the agency's Gross rates. Local Focus is paid like a sales rep. 15% of net to station. The same thing as if one of your local Account Executives are calling on an agency. We're acting as your sales rep for this account.

Sometimes it happens that the next time you hear back from the political team at Gen Media Partners is when you receive an order from us - unannounced - in your inbox. We realize this is not ideal, but there are reasons why this happens:

1. We often don't know which candidate or issues the ad agency is asking station information from us for. i.e. routinely they will keep their client undisclosed and we won't know who it's for until the first orders come down. Candidates work in a very competitive world and keeping their strategies undisclosed is one of the tools they use.
2. Time. When we get a request for information, the buyer needs it immediately. This is why we ask for your gross rates ahead of time. It's so that we are ready when asked.

That's it! Please click the link below, fill in the blanks and hit submit. If you have any questions, please email me: (roger.rafson@genmediapartners.com).

Thanks,

Roger Rafson
SVP Political/Issue Advocacy & Strategic Alliances
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Jim Schneider <jims@vcyamerica.org>

Fri, Jan 19, 2018 at 12:58 PM

To: roger.rafson@ms.genmediapartners.com

1/19/2018

VCY America Mail - Out of Window Candidate Avail Rates Request - WVIW-FM

Roger,

Please be advised that WVIW is licensed non-commercial and as such does not sell spot time.

Sincerely,
Jim Schneider

[Quoted text hidden]