



Jfest ✉ Email

Fatima Zarrineh <fatima@j103.com>

## GA Political Candidate and Issue Rates NEEDED

1 message

Rates <Rates@regionalreps.com>

Tue, Mar 27, 2018 at 2:50 PM

Hello, this is Heidi from Regional Reps. We are collecting rates for the upcoming primary which opens on April 7<sup>th</sup> would like to include your station(s) in our proposals and requests from agencies.

Can you please fill out the **attached form** with your station(s) GROSS Candidate and Issue Rates so we can include you on these requests? Please make sure that you fill out our form to ensure accuracy and accountability.

Thank you and please let me know if you have any questions or do not want to be included!

\*We always request you only add 15% to the NET rate to make it a GROSS rate. We do not add our sales commission onto any rates we submit to any agency. We do this for every piece of business we handle because we are working as an extension of your sales team and we ask that you pay us like a local sales person for bringing this business to your station. With that said it is especially important for political orders because you can be changing your LUR and charging candidates different rates. Here is how:

If your NET rate is       \$10.00

----DIVIDE BY 0.85-----

Your GROSS rate is       \$11.76

If you have an exclusive agreement with another rep firm, or do not wish to participate please let me know and I will remove you from my list. Also, if you have any competitive spending information you ever want to share with us, please send that along to: [rates@regionalreps.com](mailto:rates@regionalreps.com)

Thank You.

Heidi Arnold

[Rates@regionalreps.com](mailto:Rates@regionalreps.com)

Regional Reps Corp.

Your Small Market Radio Resource!

Direct: **216.535.3961**

Fax: **216.916.4898**

<http://www.regionalreps.com>



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**2018 LUR and ISSUE GEORGIA.doc**

53K

2018 Primary Election  
GEORGIA



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# POLITICAL ADVERTISING

**ATTN: GENERAL SALES MANAGER / SALES MANAGER**

Regional Reps Corp. calls on advertising agencies with political and issue advertisers. We will be presenting political campaign proposals to the agency for an Undisclosed Candidate and would like to include your station(s)!

Regional Reps Corp is a Radio sales organization specializing in small and medium markets—making it easy and cost effective for political agencies to buy Radio

\*\*\*If you have questions, please email Heidi Arnold at Rates@RegionalReps.com

The below rates are (GROSS) lowest unit CANDIDATE RATES our station will charge during the 2018 Primary election period:

	CANDIDATE RATES				
	6A-10A	10A-3P	3P-7P	M-F 6A-7P	WKND
:60 GROSS	29.37	18.80	29.37	29.37	6a-7p 18.80
:30 GROSS	25.03	25.34	25.34	21.36	6a-7p 21.36

The below rates are (GROSS) ISSUE RATES (regular commercial rates) our station will charge during the 2018 Primary election period (also can be used as non-window political rates):

	6A-10A	10A-3P	3P-7P	M-F 6A-7P	WKND
:60 GROSS	49.35	43.47	49.35	43.47	6a-7p 31.72
:30 GROSS	43.47	41.12	43.47	39.95	6a-7p 29.37

Traffic Email (for MP3 delivery): fatima@j103.com

Do you accept credit cards:  MasterCard  Visa  American Express  NO

Regional Reps Corp. (RRC) is authorized to secure political advertising for us. We acknowledge Regional Reps' receipt of payment for a political order as the same as having cash in advance (RRC will forward payment immediately upon receipt from the agency).

In addition to agency discount, we agree to a sales commission of 15% of the gross dollars secured by RRC, deducted from their payment to us. (Note: The FCC regards sales commission as a "station's cost of doing business": commissions have no effect on political rates and should NOT be added to your rates).

Manager Signature: Fatima Martinez Title: Traffic Manager

Print Name Fatima Martinez Call Letters: WBDX - FM  
WJLJ - FM

Format: CCM

Please complete THIS form for EACH of your stations!  
Please EMAIL all forms to Rates@RegionalReps.com or FAX 216.916.4898