

**cpaul@forevermediainc.com**

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**From:** Laura Burke <lauraostermanburke@gmail.com>  
**Sent:** Monday, October 21, 2019 3:25 PM  
**To:** Courtney Wessner  
**Subject:** Pre-election Advertising

Hi Courtney -

It is that time of year again when I need to look into pricing and availability for a radio ad for my campaign. Would you be able to put something together for me? I am looking to spend around \$2000.00 total and would like to have it on between October 30th and November 4th.

Feel free to email or call 814-207-0319. Thanks!

-Laura Burke

**From:** Renee Danner <rdanner@forevermediainc.com>  
**Sent:** Monday, October 21, 2019 4:53 PM  
**To:** lauraostermanburke@gmail.com  
**Cc:** 'Courtney Wessner'  
**Subject:** Forever Media Altoona  
**Attachments:** Political rate card WFGY WFBG 9-7-19-11-5-19.pdf; POLITICAL RATE CARD WRKY WALY 9-7-19-11-5-19.pdf

Dear Laura,

Per your inquiry on 10/21/2019 for LAURA BURKE FOR BLAIR COUNTY COMMISSIONER, I am attaching our political rate cards for the Altoona, PA Market. In addition, you will find coverage maps and station information on our six radio stations in the Altoona marketplace at <http://www.forevermediainc.com/altoona/>.

A general overview of each station of these stations is as follows:

WFGY-FM (FROGGY 98/COUNTRY FORMAT): A heritage radio station that has been serving our community for over 27 years, covering 11 + counties in Central Pennsylvania, FROGGY 98 targets individuals across all demographics with a focus on individuals between the age of 25 and 54.

WALY-FM (WALY 103.9/VARIETY FORMAT: A station catering largely to the female, 25+ audience and our area's "at work" listening choice.

WRKY-FM (ROCKY 104.9/CLASSIC ROCK): Our classic rock powerhouse with a primary listenership of males between the age of 25 and 54.

WWOT-FM (HOT 100/TOP 40): From teenagers to young moms, HOT 100 targets those individuals making first time purchasing decisions.

WFBG1290 AM: WFBG is our conservative talk offering with a primary focus on more mature demographic of managerial/white collar workers.

TOONA 1430 AM: TOONA 1430 AM is a "GOOD TIMES, GREAT OLDIES," highlighting the Golden Era of Pop, Rock and Soul with Hit Music from the 60's and 70's. TOONA 1430 AM is your connection to BABY BOOMERS...target individuals born between 1946 and 1964.

Thank you,  
Renee

**Renee Danner**  
*Account Executive*  
**Forever Media, Altoona**  
One Forever Drive  
Hollidaysburg, PA 16648  
Office: 814-941-9800  
Cell: 814-932-5595  
Fax: 814-943-2754  
[rdanner@forevermediainc.com](mailto:rdanner@forevermediainc.com)

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*Account Executive*  
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**From:** Renee Danner <rdanner@forevermediainc.com>  
**Sent:** Tuesday, October 22, 2019 4:45 PM  
**To:** lauraostermanburke@gmail.com  
**Cc:** 'Courtney Wessner'  
**Subject:** 11/05/2019 ELECTION FOREVER MEDIA  
**Attachments:** 201910221636.pdf

Laura,  
Good afternoon. Attached please find the proposal that I put together for you for the upcoming election. When would be a good time for me to call you tomorrow to discuss this? I would be happy to meet with you as well. Please let me know. Thank you for your consideration.  
Renee

Renee Danner  
Account Executive  
Forever Media, Altoona  
One Forever Drive  
Hollidaysburg, PA 16648  
Office: 814-941-9800  
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-----Original Message-----

From: colorcopier@forevermediainc.com  
[mailto:colorcopier@forevermediainc.com]  
Sent: Tuesday, October 22, 2019 4:37 PM  
To: Renee <rdanner@forevermediainc.com>  
Subject: Message from "S9948"

This E-mail was sent from "S9948" (MP C4502A).

Scan Date: 10.22.2019 16:36:37 (-0400)  
Queries to: colorcopier@forevermediainc.com



Customized Marketing Plan Prepared For:



## Laura Burke for Blair County Commissioner

**Presented To:**

Laura Burke

**Presented By:**

Renee Danner

*Account Executive*

**FOREVER MEDIA**

814-941-9800

[rdanner@forevermediainc.com](mailto:rdanner@forevermediainc.com)

**FR<sup>OG</sup>GGY<sup>®</sup> 98.1**

**BIG1290**  
NEWS TALK WFBG<sup>®</sup>

**WALY 103.9**<sup>®</sup>

# The Goal of this Proposal is to Demonstrate a Plan for:



## Laura Burke for Blair County Commissioner

- To educate Blair County voters as to why Laura Burke is the best choice
- To earn votes and win the November 5th, 2019 election

### Station Overview:

#### **FROGGY 98.1**

Covering Blair, Bedford, Clearfield, and Huntingdon counties as well as portions of Cambria, Centre, Indiana, Fulton, and Mifflin County, FROGGY 98.1 FM provides a powerful marketing tool regardless of your location in Central Pennsylvania. With a Country Format, FROGGY 98.1 is a family-friendly station that acts as a means to target the 25-54 year-old demographic. However, FROGGY 98.1's appeal extends far beyond this narrow demographic, with a listenership consisting of kids, parents, and grandparents.

#### **BIG1290** NEWS TALK WFBG

WFBG 1290 AM delivers a loyal listening audience with its "Talk Radio" format. From 6am to 9am, Monday through Friday, Steve Clark and Rich Deleo start the day with three hours of local news, political commentary, and call-ins, interviews, and more. The biggest names in Conservative Talk, Glenn Beck, Dave Ramsey, Sean Hannity, and Mark Levin, round out the daily lineup on WFBG. Big News 1290 specializes in adults, age 35+. These individuals are primarily professional/managerial with above-average disposable income. With these individuals being career-driven, they are hooked on the News/Talk format because it gives them the news and information that they need without having to interrupt their busy, active lifestyles.

#### **WALY 103.9**

WALY 103.9 plays "Music That Makes You Feel Good"-contemporary adult pop hits and a variety of hits from the '80s and '90s. Covering Blair County as well as portions of Cambria and Huntingdon County, WALY 103.9 FM's target audience consists of individuals age 35+ with emphasis on professional women. WALY is regularly heard in professional office settings throughout the area, making WALY a perfect tool for targeting listeners with discretionary money to spend who are making large purchasing decisions on a regular basis! These individuals own homes, have children, are community-minded, and take WALY 103.9 with them as part of their active lifestyle!



# Success Plan: Laura Burke for Blair County Commissioner

You will receive:

## WFGY-FM

- 8/:60 6A-10A @ \$77 M-F \$616
- 4/:60 10A-3P @ \$74 M-F \$308
- 1/:60 3P-7P @ \$73 M-F \$73
- 3/:60 10A-3P @ \$35 Saturday \$105

**Total: \$1,102**

## WFBG-AM

- 9/:60 6A-9-A @ \$45 M-F \$405
- 5/:60 9A-Noon @ \$25 M-F \$125
- 4/:60 Noon-3P @ \$25 M-F \$100
- 1/:60 3P-6P @ \$45 M-F \$25

**Total: \$655**

## WALY-FM

- 4/:60 6A-10A @ \$45 M-F \$180
- 3/:60 10A-3P @ \$25 Saturday \$75
- 1/:60 10A-3-P @ \$45 Monday \$45

**Total: \$300**

**Total Investment: \$2,057**

## Schedule:

### WED 10/30

WFGY / 6A-10A 2 @ \$77 = \$144

WFBG / 6A-9A 2 @ \$45 = \$90

WFBG / 9A-Noon 1 @ \$25 = \$25

WFBG / Noon-3P 1 @ \$25 = \$25

### Thur 10/31

WFGY / 6A-10A 2 @ \$77 = \$144

WFGY / 10A-3P 1 @ \$74 = \$74

WFBG / 6A-9A 2 @ \$45 = \$90

WFBG / 9A-Noon 1 @ \$25 = \$25

WFBG / Noon-3P 1 @ \$25 = \$25

WALY / 6A-10A 1 @ \$45 = \$45

### Fri 11/1

WFGY / 6A-10A 2 @ \$77 = \$144

WFGY / 10A-3P 1 @ \$74 = \$74

WFBG / 6A-9A 2 @ \$45 = \$90

WFBG / 9A-Noon 1 @ \$25 = \$25

WFBG / Noon-3P 1 @ \$25 = \$25

WALY / 6A-10A 1 @ \$45 = \$45

### Mon 11/4

WFGY / 6A-10A 2 @ \$77 = \$144

WFGY / 10A-3P 2 @ \$74 = \$148

WFGY / 3P-7P 1 @ \$73 = \$73

WFBG / 6A-9A 3 @ \$45 = \$135

WFBG / 9A-Noon 2 @ \$25 = \$50

WFBG / Noon-3P 1 @ \$25 = \$25

WFBG / 3P-6P 1 @ \$25 = \$25

WALY / 6A-10A 2 @ \$45 = \$90

WALY / 10A-3P 1 @ \$45 = \$45

### Sat 11/2

WFGY / 10A-3P 3 @ \$35 = \$105

WALY / 10A-3P 3 @ \$25 = \$75



Both parties agree that the terms listed on the back of this agreement are fully incorporated into this agreement.

Forever Media Inc., Forever Media of Ohio, LLC, Forever Media of MD, LLC, Forever Media of DE, LLC, their affiliates and their Radio Stations' collectively, ("Forever Media Group") do not and shall not discriminate, in any manner on the basis of race or gender, respecting their recruiting, employment or advertising practices.

Agreement between FOREVER MEDIA GROUP and (client)

to broadcast commercial messages as outlined on reverse or attached.

Advertiser/Agency Approval \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

GM/GSM Approval \_\_\_\_\_

Date \_\_\_\_\_

Salesperson Reviewed \_\_\_\_\_

Date \_\_\_\_\_