

Erika Huffman

From: Adria Lawrence
Sent: Tuesday, January 21, 2020 11:51 AM
To: 'Cosgrove, Rocky'
Subject: RE: Texas Secretary of State - Rates Due 5p Today

Rates now in RR. We will not accept a merch fee on any of our stations.

Adria Lawrence

WATERLOO MEDIA | National Sales Manager

Address: 8309 N IH 35 Austin, TX 78753

Email: alawrence@waterloomedia.com

Phone: 512.908.4930

From: Cosgrove, Rocky [<mailto:Rocky.Cosgrove@Katzmedia.com>]
Sent: Tuesday, January 21, 2020 9:08 AM
To: Cosgrove, Rocky <Rocky.Cosgrove@Katzmedia.com>
Subject: Texas Secretary of State - Rates Due 5p Today
Importance: High

See below. This will be a "get out the vote" campaign – NOT Issue. Two weeks starting 2/17, :60s/:30s, A18+.

As you are all familiar with – iHeart acts as the agency – and typically buy from first submission so please make your rates as low as possible. No stated CPPs or target GRPs/budget. Spanish-language stations they will also evaluate on General Market ratings.

I will send in RR – due COB 1/21 today.

Rocky Cosgrove
VP/Strategic Development
Katz Radio Group
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Local Impact.
National Influence.

From: QUINN, IMELDA <IMELDAQUINN@iheartmedia.com>
Sent: Friday, January 17, 2020 1:52 PM
To: Cosgrove, Rocky <Rocky.Cosgrove@Katzmedia.com>
Subject: TX SOS
Importance: High

Hi Rocky,

TX SOS is back. Please provide rates for:

Client: Texas Secretary of State

Campaign: Primary Election 2020

Message: What you should bring to the polling centers

Demo: A18+

Languages: English and Spanish

Length: :60s and :30s

Timing: 2/17 – 3/3

Dayparts: standard (AMD, MID, PMD, EVE, etc.)

Markets:

- Abilene
- Amarillo
- Austin
- Beaumont/Port Arthur
- Bryan/College Station
- Corpus Christi
- Dallas/Ft. Worth
- Houston
- El Paso
- Killeen/Temple
- Laredo, Lubbock
- Lufkin/Nacogdoches
- McAllen/Brownsville
- Odessa/Midland
- San Angelo
- San Antonio
- Texarkana
- Tyler
- Waco
- Wichita Falls

Rates due early next week. Thanks!

Mel

Imelda "Mel" Quinn

Director of Media Strategy

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