

## Nikki Watkins

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**From:** Adria Lawrence  
**Sent:** Monday, March 05, 2018 7:56 AM  
**To:** Nikki Watkins  
**Subject:** Fwd: URGENT: Austin :60s 3/7-3/13 Rates for TX US Senate Federal Candidate/LUR Rates

Reply to inquiry for rates.

Thanks!  
Adria

Begin forwarded message:

**From:** Adria Lawrence <[ALawrence@emmisAustin.com](mailto:ALawrence@emmisAustin.com)>  
**Date:** March 5, 2018 at 7:21:57 AM CST  
**To:** Adria Lawrence <[ALawrence@emmisAustin.com](mailto:ALawrence@emmisAustin.com)>  
**Subject:** Re: URGENT: Austin :60s 3/7-3/13 Rates for TX US Senate Federal Candidate/LUR Rates

Wait! Use the Lowest Unit Rate for only 3/6-3/7. Anything 3/8 on is out of the political window and will use regular rates. For the sake of saving time you can use the "Issue" column for anything 3/8 on.

Thanks!  
Adria

On Mar 5, 2018, at 7:20 AM, Adria Lawrence <[ALawrence@emmisAustin.com](mailto:ALawrence@emmisAustin.com)> wrote:

Morning!

Yes good to use the rates in the system. Use the "Lowest Unit Rate" column.

Thanks!  
Adria

On Mar 5, 2018, at 7:13 AM, Matern, Cortney <[Cortney.Matern@Katzmedia.com](mailto:Cortney.Matern@Katzmedia.com)> wrote:

Good Morning,  
I have an urgent political request for Tx US Senate FEDERAL Candidate—  
are the LUR rates good to take for this in the system, please advise ASAP  
this morning what tier I can use, thank you.

**Cortney DuPriest Matern**  
**VP Sales**  
Katz Radio Group  
3500 Maple Ave Suite 300 | Dallas, TX 75219  
[Cortney.Matern@KatzMedia.com](mailto:Cortney.Matern@KatzMedia.com)  
o 214.525.2657 | m 214.676.5180 | f 917.206.8391  
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**From:** Eva Mah [<mailto:emah@axmediateam.com>]  
**Sent:** Sunday, March 04, 2018 8:58 PM  
**To:** Matern, Cortney <[Cortney.Matern@Katzmedia.com](mailto:Cortney.Matern@Katzmedia.com)>; FRENZEL, CLAY <[CLAY.FRENZEL@Katzmedia.com](mailto:CLAY.FRENZEL@Katzmedia.com)>; Wommack, Tracey <[TraceyWommack@iheartmedia.com](mailto:TraceyWommack@iheartmedia.com)>; Fitzgerald, Diana <[DianaFitzgerald@iheartmedia.com](mailto:DianaFitzgerald@iheartmedia.com)>  
**Subject:** URGENT: Austin :60s 3/7-3/13 Rates for TX US Senate Federal Candidate/LUR Rates  
**Importance:** High

Hi everyone,  
Hope all is well. Wanted to get this out as soon as possible. I'm looking to get rates for :60s for 3/7 – 3/13 for the Austin market.  
I'm preparing a proposal for costs for the Texas US senate race, so I'll need Federal candidate level (LUR if available) to use for these dates.  
Please submit ALL stations for your groups (regardless of where they land on the ranker).  
Submit via spreadsheet/PDF as well as XML with AD18+ ratings plugged in.  
With those dates, we're working fast and furious to get them a proposal, get feedback, and prepare for placement. So our goal is to work as quickly as possible so we can allow ourselves for logistical processes to happen on time. My personal goal is to submit Austin feedback of costs by NOON Monday 3/5. Let me know if you're able to meet that timeline. Thanks!

<image001.png>