

PUBLIC RELATIONS, MARKETING & ADVERTISING

Date: August 8, 2019

To: Melvin Jones / Jenny James

Alpha Media-Shreveport

melvin.jones@alphamediausa.com jenny.james@alphamediausa.com

318-841-0799

From: Geriease Smith Hawkins

Bright Moments, LLC

504-592-1800

RE: UPDATED INSERTION ORDER 8/9/19 – 8/31/19

Governor John Bel Edwards Campaign :60 and :30 Media Placement

The updated schedule below will use the payment that has already been made for the August media buy for Governor Edwards. We are changing the buy to reflect both a :60 and a :30 buy on the stations listed below, so please cancel any spots that remain after Wednesday, August 7th and input the new spots and schedule based on the below information.

Please send an updated contract and please also reflect the GRP's for this buy. Thank you!

	Total Budget	Total Spots		Total Budget per day part	Day	Daypart	Rate	Length of spot	# Spots/Day	Total Days
-				1						
OKA The Light 980AM	\$517.68	41	5	\$58.80	M-F	6A-10A	\$11.76	:60		.
OKA The Light 980AM			6	\$84.72	M-F	10A-3P	\$14.12	:60	1	
OKA The Light 980AM			18	\$254.16	M-F	3P-7P	\$14.12	:60	2	
OKA The Light 980AM			6	\$84.72	SA	10A-3P	\$14.12	:60	2	
OKA The Light 980AM			6	\$35.28	SU	10A-3P	\$5.88	:60	2	

	Total Budget	And the second s		Total Budget per day part	Day	Daypart	Rate	Length of spot	# Spots/Day	Total Days
OKA The Light 980AM	\$504.52	50	0	\$75.28	ME	6A-10A	\$9.41	:30		0
OKA The Light 980AM	\$304.32	30	10	\$117.60		10A-3P	\$11.76	:30		10
OKA The Light 980AM			. 20	\$235.20	M-F	3P-7P	\$11.76	:30	2	10
OKA The Light 980AM			6	\$35.28	SA	10A-3P	\$5.88	:30	2	3
OKA The Light 980AM			6	\$35.28	SU	10A-3P	\$5.88	:30	2	2 3
OKA The Light 980AM			1	\$5.88	SU	10A-3P	\$5.88	:30	1	1

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ر ا	[1] KOKA		\$11.76	423397	6:48:40 AM 6a-10a	Friday	1:00	Governor John Bel Edwards C
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	[1] KOKA		\$9.41	423397	8:49:55 AM 6a-10a	Wednesday	30 6	Governor John Bei Edwards C
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			\$14.12	423397	3:19:15 PM 3p-7p	Monday	1:00	Governor John Bel Edwards C
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[1] KOKA	\$11.76	423397	10:17:10 AM 10a-3p	Monday	:30	Governor John Bel Edwards C
[1] KOKA	\$11.76	423397	9:42:40 AM 6a-10a	Monday	1:00	Governor John Bel Edwards C
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Date: 08/30/19

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