

Jennifer Flowers

From: Thompson, Jon <Jon.Thompson@NFIB.ORG>
Sent: Thursday, February 2, 2023 9:35 AM
To: David Welch
Cc: Jennifer Flowers; Steve Sherrill
Subject: RE: Issue campaign in Austin, Texas for NFIB

Hi David – correct – and this looks good to me – let me get final approval real quick and ill get right back to you.

From: David Welch <DWelch@590klbj.com>
Sent: Wednesday, February 1, 2023 4:36 PM
To: Thompson, Jon <Jon.Thompson@NFIB.ORG>
Cc: Jennifer Flowers <jflowers@WATERLOOMEDIA.COM>; Steve Sherrill <ssherrill@waterloomedia.com>
Subject: Re: Issue campaign in Austin, Texas for NFIB
Importance: High

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Hi Jon--

Thank you for the chance to extend your campaign.

Just to make sure I'm clear, you mean three spots per day, not three per daypart per day similar to what we've been running? If so, then we could do this each week day:

6a-10a, 1x @ \$120/ea

10a-3p, 1x @ \$ 90/ea

3p-7p, 1x @ \$ 80/ea

Total per day: \$290

Total number of days: 6

Total cost: \$1,740.00

Does that look right to you?

I can simply add it on to the current schedule in our system if that works for you.

Please let me know and thank you again.

David Welch
News Radio KLBJ
590 AM/99.7 FM
8309 N. Interstate 35
Austin, Tx 78753
Ph: 512-832-4082
Mbl: 512-825-8074

Fx: 512-832-4081

From: Thompson, Jon <Jon.Thompson@NFIB.ORG>
Sent: Wednesday, February 1, 2023 4:22 PM
To: David Welch
Subject: RE: Issue campaign in Austin, Texas for NFIB

Hi David,

We are interested in extending our radio ad buy on KLBJ Austin, for a one week run starting Tuesday, February 7 through Tuesday, February 14.

Same radio ad, :30 spot.

If that is possible, could you put together a draft plan for 3 spots per day, for those days?

Thanks,

Jon

Jon Thompson
Communications Director
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NFIB.com

