



Joy Patten <joy.patten@alphamediausa.com>

Re: Insure The Good Life Issue

1 message

Joy Patten <joy.patten@alphamediausa.com>
 To: Andrea Nash <andrea@clarkcreativegroup.com>

Sun, Aug 12, 2018 at 2:06 PM

Hi Andrea,

Attached is information requested:

1. Gross Rates
2. Ranker for A18+ and W25-64 Mon-Fri 6a-7p
3. Coverage Maps
4. Check's can be mailed to Alpha Media, 3800 Cornhusker Hwy, Lincoln, NE 68504
5. District CD1 aligns best with our stations

If you need anything else, please let me know.

Thanks!

On Thu, Aug 9, 2018 at 3:59 PM, Andrea Nash <andrea@clarkcreativegroup.com> wrote:

Hi all,
 Edited that I don't need these until Monday 8/13, end of day.

Andrea Nash
 Media Buyer
 Clark Creative Group
 514 S 13th Street
 Omaha, NE 68102
 Ph 402-345-5800
 Fx 402-345-4858

From: Andrea Nash <andrea@clarkcreativegroup.com>**Date:** Thursday, August 9, 2018 at 3:37 PM

To: "smanning@learfield.com" <smanning@learfield.com>, Ami Graham <amig@broadcasthouse.com>, "joy.patten@alphamediausa.com" <joy.patten@alphamediausa.com>, Lisa Cherry <lisa.cherry@alphamediausa.com>, Sally Lewis <SLewis@WJAG.com>, "tglaser@telemundonebraska.com" <tglaser@telemundonebraska.com>, Jennifer Vik <jvik@nrgmedia.com>, "Putnam, Robin" <robinputnam@heartmedia.com>, "Halverson, Mark" <mark.halverson@scripps.com>, "Maastricht, Bobbi" <bobbi.maastricht@scripps.com>, Judy Mauch <jmauch@kticradio.com>, Rusty Hatch <RHatch@krgi.com>, "dnau@nrgmedia.com" <dnau@nrgmedia.com>, Craig Eckert <generalmanager@kkpr.com>, Chris Walz <cwalz@walnutradio.com>

Cc: Lisa Meehan <lisa@clarkcreativegroup.com>**Subject:** Insure The Good Life Issue

Hi all,
 I need issue rates for Insure the Good Life. Committee info below.
 Please read through carefully.

Insure the Good Life Radio

Flight: 9/17-11/6

Demo: A 18+ / Women 25-64

Length: **Please send BOTH :30s and :60s** (some messages may need a :60 and some may need a :30)

Please include Spanish formats if applicable (:60 only for Spanish language stations)

Buy Strategy: We are splitting the buy by Congressional District. See map below. There will be a CD1, CD2 and CD3 buy. It may be possible that your group is on one or two district buys, but they will be separate orders with separate traffic information. Omaha stations will be CD2 only.

In your avail please include gross rates, coverage maps, appropriate local address for checks etc. Please also indicate which district you feel aligns best with your station(s) by geo. This is more for those who reside on the border between CD1 & CD3. This is not necessary for Omaha stations.

*NOTE: We are also availing the Nebraska Radio Network. If your station resides within the network, we may purchase avails from both station and network, or only through network. Be advised. We are availing both at this time.

Insure the Good Life

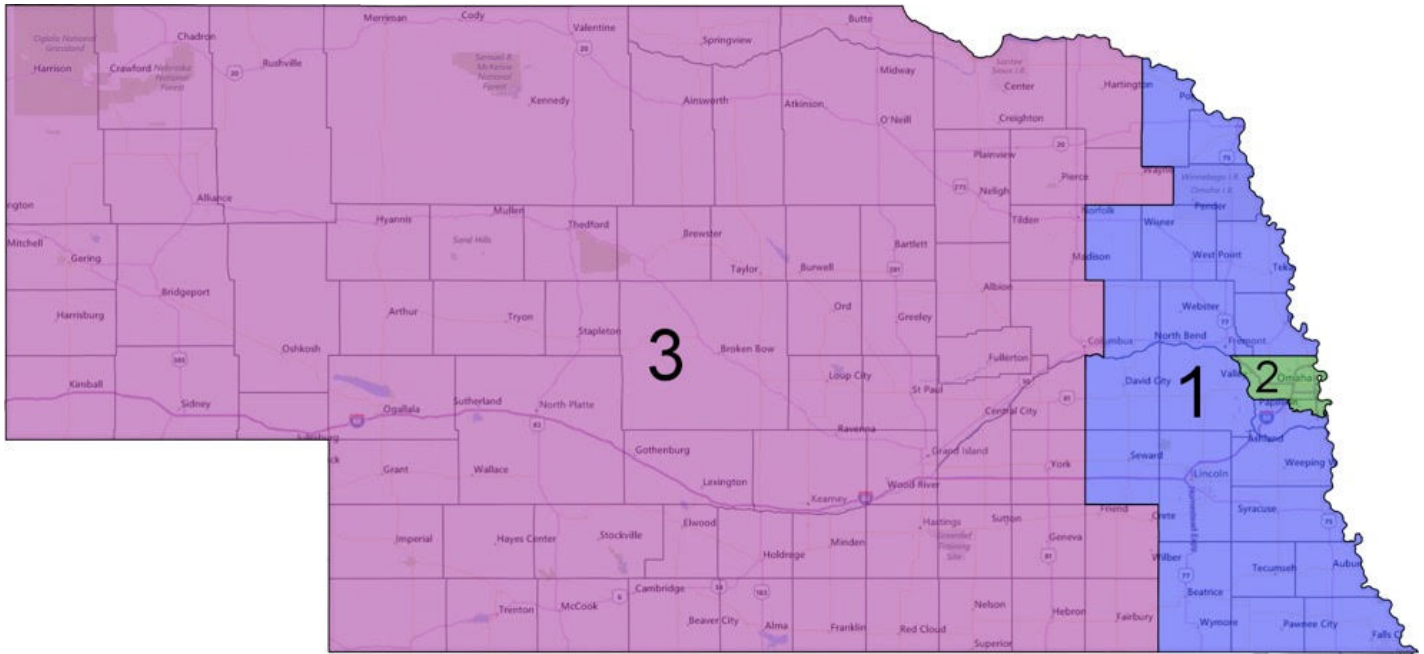
Noelle Obermeyer, Treasurer

1805 North 60th Street

Omaha, NE 68104

(402) 680-4406

THANK YOU!






Andrea Nash
 Media Buyer
 Clark Creative Group
 514 S 13th Street
 Omaha, NE 68102
 Ph 402-345-5800
 Fx 402-345-4858

Joy Patten
 Director of Sales
 KFOR / KFRX / KIBZ / KLMS / KTGL / KZKX
 3800 Cornhusker Hwy
 Lincoln, NE 68504

Phone: (402) 325-7760
 Cellular: (402) 432-4251
 Fax: (402) 467-4095

3 attachments

-  **Alpha Media 2018 POLITICAL RATE CARD -ISSUE.pdf**
51K
-  **Stations' Media Kit as of 8.1.18.pdf**
5047K
-  **Ranker A18+ and W25-64 Mon-Fri 6a-7p.pdf**
125K