

From: Bill Farmer <bill@htitax.com>
Sent: Friday, October 19, 2018 11:56 AM
To: Andrea Ayers
Subject: RE: Cumulus Radio

I am good with the plan -

If you want to email me the NAB form I will complete it and send it back

Billing address is 3131 Custer DR Ste 7 Lexington KY 40517 or if you have a sales rep out today I will write the check. I have the checkbook

Bill Farmer, EA
859-272-1425
859-272-1579 (fax)

3131 Custer DR. Ste. 7
Lexington KY 40517

"The only function of economic forecasting is to make astrology look respectable ."

-- John Kenneth Galbraith

From: Andrea Ayers [mailto:Andrea.Ayers@cumulus.com]
Sent: Friday, October 19, 2018 11:26 AM
To: bill@htitax.com
Subject: RE: Cumulus Radio

OK here it is revised for all stations... Attached and below - Please OK this email for approval purposes and I'll book the inventory (Which is very tight). Send me your billing address for affidavits and account set up! Then next week I can get your NAB, Payment and produced spot Let me know ASAP :)
Thanks again

Andrea

10/24 - 11/6
30-sec
WLTO, WLXX, WVLK AM & WVLK FM & WXZZ
Total Spots across all stations: 690X's
Total Investment: \$5,958

Andrea Ayers
Sales Manager
300 West Vine Street / 3rd floor
Lexington, KY 40507
(Ph) 253-5983

(cell) 859-893-5750
(fx) 859-406-1340

From: Bill Farmer [mailto:bill@htitax.com]
Sent: Friday, October 19, 2018 9:06 AM
To: Andrea Ayers
Subject: RE: Cumulus Radio

I am hoping for early next week - I got some input from my copy writer last night but no a finished product.

Bill Farmer, EA
859-272-1425
859-272-1579 (fax)

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Lexington KY 40517

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From: Andrea Ayers [mailto:Andrea.Ayers@cumulus.com]
Sent: Friday, October 19, 2018 8:26 AM
To: bill@htitax.com
Subject: Re: Cumulus Radio

Ok great I'll add another 1k and send that over
When are we looking to start next week?
I had this set to start Monday but we would need everything by 12noon today so that mag not be feasible at this point - I'll re work to start Wed of next week, that will give us time to get spot produce and all paperwork in plus payment
Thanks ;-)
Sent from my iPhone

On Oct 19, 2018, at 8:18 AM, Bill Farmer <bill@htitax.com> wrote:
Going with the 5 station plan.

Bill Farmer, EA
859-272-1425
859-272-1579 (fax)

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Lexington KY 40517

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From: Andrea Ayers [mailto:Andrea.Ayers@cumulus.com]
Sent: Friday, October 19, 2018 8:11 AM
To: bill@htitax.com
Subject: RE: Cumulus Radio

OK great

I will re work your schedule Did you see I had sent a revised 3 station and then I even did a 5 station (attached). I never heard back on which one you are wanting to run? Please

let me know and then I will See what I can do to add on the \$1000 more you have to spend.

Let me know and I'll get working on this for you ASAP!

Thanks Bill

Andrea :)

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Sales Manager
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<image001.png>

From: Bill Farmer [mailto:bill@htitax.com]
Sent: Friday, October 19, 2018 8:08 AM
To: Andrea Ayers
Subject: RE: Cumulus Radio

Andrea,

I should have the script today of the ad.

Next small issue - I have another \$1000 to spend - how can you best put it to use?

Bill Farmer, EA
859-272-1425
859-272-1579 (fax)

3131 Custer DR. Ste. 7
Lexington KY 40517

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From: Andrea Ayers [mailto:Andrea.Ayers@cumulus.com]
Sent: Wednesday, October 17, 2018 2:14 PM
To: bill@htitax.com
Subject: RE: Cumulus Radio

Attached is a Script writer that you can use to gage the amount of words you can use for 30-sec
Or we can write something for you, I will just need some basic copy points from you and we can come up with something.

Just let me know what else I can do to help!
Thanks
Andrea

Andrea Ayers
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<image002.png>

From: Bill Farmer [mailto:bill@htitax.com]
Sent: Wednesday, October 17, 2018 1:18 PM
To: Andrea Ayers
Subject: RE: Cumulus Radio

Andrea,

I have everything and I think that we are good - now I need to get a script of some sort for production.

Bill Farmer, EA
859-272-1425
859-272-1579 (fax)

3131 Custer DR. Ste. 7
Lexington KY 40517

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From: Andrea Ayers [mailto:Andrea.Ayers@cumulus.com]
Sent: Wednesday, October 17, 2018 10:57 AM
To: bill@htitax.com
Subject: RE: Cumulus Radio

Hi Bill

Just wanted to make sure you got the revision I made and sent over yesterday! Please let me know if you need me to make any changes etc. Keep me posted
Thanks again
Andrea

Andrea Ayers
Sales Manager
300 West Vine Street / 3rd floor
Lexington, KY 40507
(Ph) 253-5983
(cell) 859-893-5750
(fx) 859-406-1340
<image002.png>

From: Andrea Ayers
Sent: Tuesday, October 16, 2018 3:01 PM
To: 'bill@htitax.com'
Subject: RE: Cumulus Radio

Hi there,
As we spoke I changed the rates on WLXX to Pre-emp without notice and I added WVLK AM (Pre-emp with notice) into the mix, since we lowered the rates I was able to add some more frequency on the music stations. Take a look and let me know your thoughts!

I also went ahead and did an additional option using all 5 stations so you could include the Top 40 station & the Rock Station if you are interested. I wanted to give you the option in case those stations were of interest. All five of my stations hit different demos which would provide a large demographic coverage.

Anyway take a look and let me know what you are looking to do when you are ready! As for a spot we can certainly work up a script for you if you can provide me with a few key points you want to focus on in the Ad and I will start working on that for your review.

Thanks again and have a great rest of your day!
Andrea

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(fx) 859-406-1340
<image003.png>

From: Andrea Ayers
Sent: Tuesday, October 16, 2018 1:32 PM
To: 'bill@htitax.com'
Subject: Cumulus Radio

HI Bill,

Good talking with you today! Attached is the political rate card you requested along with my station one sheet with info for your review. In addition I put together a schedule I think will fit what you are looking for, please take a look and if you have any questions let me know. I focused on NASH FM as well as our newer station JACK FM which both I believe will fit your needs and give you the best reach and frequency for your money. All my contact info is below so please let me know if you need anything more or if you would like me to re-work this!

I look forward to hearing back and good luck with your campaign!

Andrea Ayers

Attached Campaign:
30-sec
Flight 10/22 - 11/6
WLXX & WVLK FM (NASH FM & JACK FM)
Total Spots - 173
Total Investment: \$2,027
You will reach on average a minimum of 60,100 People 18+, 3.2 times over the course of the campaign

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