

**From:** [Terry Peters](#)

**Sent:** Monday, March 2, 2020 10:16 AM

**To:** [Michelle Slick](#); [Beth Cavalier](#)

**Subject:** FW: Non-candidate political-issue advertising proposals by Americas Pac

Beth/Micki – I have asked him to resend the attachment because I couldn't open it. Can you back into the rate through his description below **highlighted in yellow**? If so, let's get it into Wide Orbit this morning. If not, we'll wait until Brad Furnish resends. Thanks

**Terry Peters, President and Chief Revenue Officer**

Townsquare Media Cedar Rapids

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**From:** Brad Furnish [<mailto:bradjfurnish@yahoo.com>]

**Sent:** Monday, March 2, 2020 4:30 AM

**To:** Terry Peters <[Terry.Peters@townsquaremedia.com](mailto:Terry.Peters@townsquaremedia.com)>

**Subject:** Re: Non-candidate political-issue advertising proposals by Americas Pac

## AMERICAS PAC

March 2, 2020

Mr. Terry  
Peters

President and Chief Revenue  
Officer

Cedar Rapids

4th floor

52401

President

Townsquare Media Cedar

425 Second St., 4th

Cedar Rapids, IA

Mr. Peters:

I have what I hope is good news. Americas Pac has secured funding to extend its program of non-candidate political-issue advertising in opposition to incumbent Abby Finkenauer in the 1st Congressional District of Iowa. This advertising mentions no candidates and carries no endorsement from any candidate, candidate's committee or organization created to elect a candidate. As an IEO (Independent Expenditures Organization), Americas Pac is legally entitled to place this type of advertising.

As before, we propose to do business with two of your stations, **KHAK-FM 98.1 and KDAT-FM 104.5**. Look at the attached non-candidate political-issue advertising proposals. If you can make them work, sign and date at the bottom of each run sheet and e-mail it back to me to signal your acceptance of the terms offered.

For clarity's sake, let me reproduce the structural content of the attached proposals here in the text of this e-mail. Each proposed advertising run is flighted to start on Wednesday, May 13, 2020, and conclude on Tues., Nov. 3, 2020. The schedule for each station consists of 8 spots per weekday (Mon.-Fri.) in a daytime (6AM-7PM) rotator. 8 spots per weekday is equivalent to 40 spots per (full) week. The schedule contains a partial week on both ends of the run and 24 full weeks in the middle of the run. The partial weeks together comprise 5 weekdays or 1 full week, **so the run adds up to 25 weeks at 40 spots per full week for a total of 1000 spots**. The proposed total net allocation to station **KHAK-FM 98.1 is \$144,500.00**. The proposed total net allocation to station **KDAT-FM 104.5 is \$75,000.00**. The aggregate proposed **total net allocation to Townsquare Media is \$219,500.00**.

I must draw your attention to an oddity on the run sheets, in which almost all the weekly spot totals run vertically rather than horizontally. I apologize abjectly for this annoyance. I represent Americas Pac directly; thus, no advertising commission intrudes in the calculations above and the monetary amounts reflect the *net* allocation due to the station or broadcast group.

Thank you for your consideration of our proposals. Please call me at (816) 518-0550 or e-mail me with any questions or concerns.

Bradley J.  
Furnish

Economist

Americas Pac and Americas Majority Foundation

Chief

Am

**AMERICAS PAC**

