

Campaign Manager  
Doyle for Assembly  
[doyleforassembly.kristie@gmail.com](mailto:doyleforassembly.kristie@gmail.com)  
608-317-1331

*Doyle*

On Fri, Apr 26, 2024 at 3:56 PM Susie Carlson <[susie.carlson@midwestfamilylacrosse.com](mailto:susie.carlson@midwestfamilylacrosse.com)> wrote:

Kristie,

Hi! The new information is as follows:

Investment: \$7,560

Flight Dates: May 6 - May 31, 2024 (four weeks)

Stations: WIZM-AM WKTY-AM KQYB-FM - LaCrosse

The Schedule to air on each station per week M-F is as follows:

2 :60-second commercials per day M-F 6am-10am

2 :60-second commercials per day M-F 3pm-7pm

= 20 per week per radio station (60/week)

Total :60-second radio commercials - 240 (80/station)

Production fee is typically \$10 - unless there are special elements needed or more than one person in the commercial. If you think that may be the case Ken can tell you what the additional will be.

*Corri Bates used*  
→

Please let me know if you have any questions for me or would like to see something else.

Thanks!

Susie

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**From:** Kristie Tweed <[doyleforassembly.kristie@gmail.com](mailto:doyleforassembly.kristie@gmail.com)>

**Sent:** Friday, April 26, 2024 3:26 PM

**To:** Susie Carlson <[susie.carlson@midwestfamilylacrosse.com](mailto:susie.carlson@midwestfamilylacrosse.com)>

**Subject:** Re: Steve Doyle Campaign follow-up

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hanks!

o what if we did the above and added 10 spots morning drive and evening r € | ( 8?  
n from May 6- end of month.

hanks,  
ristie

On Thu, Apr 25, 2024 at 5:07 PM Susie Carlson <[susie.carlson@midwestfamilylacrosse.com](mailto:susie.carlson@midwestfamilylacrosse.com)> wrote:

Hopefully this one attaches properly.

Thanks,

Susie

Wizn	6-10	\$33	x 10	= 330
	3-)	\$29	x 10	= <u>290</u>
				620

Wizn	6-10	\$26	x 10	= 260
	3-)	\$25	x 10	= <u>250</u>
				510

KQ98	6-10	\$39	x 10	= 390
	3-)	\$37	x 10	= <u>370</u>

760

\$1,800  
x 4

\$7,500