

## Erika Vance

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**From:** Nick Tracz  
**Sent:** Wednesday, August 24, 2022 2:05 PM  
**To:** Erika Vance; Nikki Watkins  
**Subject:** FW: Add to schedule - \$23,210 - weeks of 9/5 and 9/12

For the political file...

**From:** Michael Shirley [mailto:mike@pinpointaction.com]  
**Sent:** Wednesday, August 24, 2022 1:56 PM  
**To:** Nick Tracz <NTracz@WATERLOOMEDIA.COM>  
**Subject:** Re: Add to schedule - \$23,210 - weeks of 9/5 and 9/12

Yes, still Rupal.

What is the difference between the 12k and 15k?

Yes, lets look at ConnectedTV.

On Wed, Aug 24, 2022 at 1:54 PM Nick Tracz <[NTracz@waterloomedia.com](mailto:NTracz@waterloomedia.com)> wrote:

Sure! Still Rupal? This last round was \$12,500/wk... were you thinking \$15k/wk or \$20k/wk? Any interest in looking at ConnectedTV?

**From:** Michael Shirley [mailto:mike@pinpointaction.com]  
**Sent:** Wednesday, August 24, 2022 1:53 PM  
**To:** Nick Tracz <[NTracz@WATERLOOMEDIA.COM](mailto:NTracz@WATERLOOMEDIA.COM)>  
**Subject:** Re: Add to schedule - \$23,210 - weeks of 9/5 and 9/12

Can you look at what a more aggressive schedule would look like for the weeks of October 17th, 24th, 31st?

On Wed, Aug 24, 2022 at 1:26 PM Nick Tracz <[NTracz@waterloomedia.com](mailto:NTracz@waterloomedia.com)> wrote:

Ha! Sounds good.

**From:** Michael Shirley [mailto:mike@pinpointaction.com]  
**Sent:** Wednesday, August 24, 2022 1:26 PM  
**To:** Nick Tracz <[NTracz@WATERLOOMEDIA.COM](mailto:NTracz@WATERLOOMEDIA.COM)>  
**Subject:** Re: Add to schedule - \$23,210 - weeks of 9/5 and 9/12

Let's see where Quickbooks decides to deposit the money after I get that invoice paid.

On Wed, Aug 24, 2022 at 12:27 PM Nick Tracz <[NTracz@waterloomedia.com](mailto:NTracz@waterloomedia.com)> wrote:

Fantastic, thanks, Mike! We'll plan on sending over a memo bill shortly.

How would you like us to orchestrate payment?

Would 5 even payments (1x/day) of \$5k on the same debit card – starting on a specific date?

Appreciate it!

Nick

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**From:** Michael Shirley [mailto:[mike@pinpointaction.com](mailto:mike@pinpointaction.com)]

**Sent:** Wednesday, August 24, 2022 12:05 PM

**To:** Nick Tracz <[NTracz@WATERLOOMEDIA.COM](mailto:NTracz@WATERLOOMEDIA.COM)>

**Subject:** Re: Add to schedule - \$23,210 - weeks of 9/5 and 9/12

Let's do it.

Sent from my iPhone

On Aug 24, 2022, at 12:03 PM, Nick Tracz <[NTracz@waterloomedia.com](mailto:NTracz@waterloomedia.com)> wrote:

Hi Mike –

Good news! I was able to get a **TON** more value for your \$25,000... namely:

- **ORIGINAL: 103.5 BOB-FM:** estimated reach of 372,000 A18+ an estimated avg of 3.2x each

- 1. **REVISED:** est reach: 385,900 A18+, est avg freq: 3.5x each

- **ORIGINAL: 93.3 Lucy:** estimated reach of 142,600 A18+ an estimated avg of 3.0x each

- 2. **REVISED:** est reach: 148,400 A18+, est avg freq: 3.3x each

- **ORIGINAL: 97.1 ACL-Radio:** estimated reach of 56,800 A18+ an est avg of 2.5x each

- 3. **REVISED:** est reach: 63,000 A18+, est avg freq: 3.0x each
- **ORIGINAL: 590 NewsRadio KLBJ:** est reach of 132,500 A18+ an est avg of 4.1x each
- 4. **REVISED:** est reach: 133,500 A18+, est avg freq: 4.2x each
- **ORIGINAL: 93.7 KLBJ-FM:** est reach of 217,600 A18+ an est avg of 4.2x each
- 5. **REVISED:** est reach: 256,100 A18+, est avg freq: 4.8x each
- **ORIGINAL: 101.5 KROX-FM:** est reach of 120,000 A18+ an est avg of 3.3x each
- 6. **REVISED:** est reach: 146,100 A18+, est avg freq: 3.4x each
- **ORIGINAL: 107.1 LaZ:** est reach of 84,600 A18+ (SPANISH) an est avg of 3.0x each
- 7. **REVISED:** est reach: 97,600 A18+, est avg freq: 3.4x each
- **102.7 ESPN:** we don't have specifics

**TOTAL: ORIGINAL:** 1,009,000 unique A18+ an estimated avg of 3.8x each!

8. **TOTAL: REVISED:** est reach: 1,085,600 A18+, est avg freq: 4.3x each!

Please let me know if we're good to secure this inventory for you!  
Thank you,

Nick

**From:** Michael Shirley [<mailto:mike@pinpointaction.com>]  
**Sent:** Tuesday, August 23, 2022 4:34 PM  
**To:** Nick Tracz <[NTracz@WATERLOOMEDIA.COM](mailto:NTracz@WATERLOOMEDIA.COM)>  
**Subject:** Re: Add to schedule - \$23,210 - weeks of 9/5 and 9/12

Let's bump this up to an even \$25,000 spend for the two weeks.

On Tue, Aug 23, 2022 at 12:07 PM Nick Tracz <[NTracz@waterloomedia.com](mailto:NTracz@waterloomedia.com)> wrote:

Hey Mike!

Here's a proposal for you that layers in the 3 remaining stations (101.5 FM, 102.7 ESPN, and 107.1 LaZ [Spanish])... as well as adds to existing stations.

As such, with the attached latest w/o 9/5 and 9/12 schedules (looking at the big picture), Rupal's total campaign messaging will now reach an estimated: 1,009,000 unique A18+ an estimated avg of 3.8x each!

Breakdown by stations:

- 103.5 BOB-FM: estimated reach of 372,000 A18+ an estimated avg of 3.2x each
- 93.3 Lucy: estimated reach of 142,600 A18+ an estimated avg of 3.0x each
- 97.1 ACL-Radio: estimated reach of 56,800 A18+ an est avg of 2.5x each
- 590 NewsRadio KLBJ: est reach of 132,500 A18+ an est avg of 4.1x each
- 93.7 KLBJ-FM: est reach of 217,600 A18+ an est avg of 4.2x each
- 101.5 KROX-FM: est reach of 120,000 A18+ an est avg of 3.3x each
- 107.1 LaZ: est reach of 84,600 A18+ (SPANISH) an est avg of 3.0x each
- 102.7 ESPN: we don't have specifics

Please let me know if we're good to book!

Thanks!

Nick

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Michael Shirley

Chairman

[mike@pinpointaction.com](mailto:mike@pinpointaction.com)

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This email has been scanned by the Barracuda Networks Email Security service.

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Michael Shirley

Chairman

[mike@pinpointaction.com](mailto:mike@pinpointaction.com)

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Michael Shirley

Chairman

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