

Kathy Good

From: Kathy Good
Sent: Monday, June 13, 2022 3:47 PM
To: 'jenniferforaustin@gmail.com'
Subject: RE: Ad Buy

It would be the same \$145 for any individual hour. And yes $10 \times \$145 = \1450 plus \$75 for Billy.

From: jenniferforaustin@gmail.com [mailto:jenniferforaustin@gmail.com]
Sent: Monday, June 13, 2022 3:28 PM
To: Kathy Good <KGood@590klbj.com>
Subject: RE: Ad Buy

Or, if 7-8 is \$145 premium, is there a lower premium for 8-9? Just watching our pennies. 😊



From: JenniferForAustin@gmail.com <JenniferForAustin@gmail.com>
Sent: Monday, June 13, 2022 3:26 PM
To: 'Kathy Good' <KGood@590klbj.com>
Subject: RE: Ad Buy

Let's do one 30-sec 7-8 & then one 30-sec 8-9, M-F, 6/20-6/24. (I believe I heard through the grapevine that close to 7:20, 8:20 & 8:50 have the largest audience, and if that's true, can you fit my ads in around those times if we pay the premium? Just asking, but not a deal killer either way.) 😊 \$145 x 10, correct?

If those ads appear to be generating donations well in the first 2-3 days, then we'll want to buy probably the same # & placement of spots for the last four workdays in June. How much lead time would you need for this second buy without being in danger of selling out spots, please?

Thank you!



From: Kathy Good <KGood@590klbj.com>
Sent: Monday, June 13, 2022 2:48 PM
To: Jennifer Virden <jenniferforaustin@gmail.com>
Subject: RE: Ad Buy

The rate for M-F 6a-10a per 30 is \$120 each.

From: Jennifer Virden [<mailto:jenniferforaustin@gmail.com>]
Sent: Monday, June 13, 2022 2:47 PM
To: Kathy Good <KGood@590klbj.com>
Subject: Re: Ad Buy

We may only do 10 at that rate. The 10 others would have to be closer to \$100 each at a less specific time. Jennifer will want to comment on this.

Brad

On Mon, Jun 13, 2022 at 2:43 PM Kathy Good <KGood@590klbj.com> wrote:

Thanks Brad-

The most listened to hour is 7a-8a and the premium rate is \$145 per 30.

From: Jennifer Virden [<mailto:jenniferforaustin@gmail.com>]
Sent: Monday, June 13, 2022 2:41 PM
To: Kathy Good <KGood@590klbj.com>
Subject: Re: Ad Buy

Yes, this is a political ad for Mayor, and it would be 1 or 2 spots during each of those 10 week days, might actually be 9 days.

Brad

On Mon, Jun 13, 2022 at 2:34 PM Kathy Good <KGood@590klbj.com> wrote:

Hey Jennifer,

Would this be a political ad or an issue? Also you only want to run 2 total spots during those 10 days?

From: jenniferforaustin@gmail.com [mailto:jenniferforaustin@gmail.com]
Sent: Monday, June 13, 2022 2:19 PM
To: Kathy Good <KGood@590klbj.com>; Billy Martin <BMartin@WATERLOOMEDIA.COM>
Subject: Ad Buy

Hi!

We want to buy two 30-second spots M-F 6/20-6/30 and pay the premium to specify the spots that have the highest listenership, please – during Todd & Don.

Also, does Billy have time to record this Thursday or Friday?

Please advise.

Thank you!

Jennifer



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