

Erika Vance

From: Nick Tracz
Sent: Thursday, July 28, 2022 11:40 AM
To: Nikki Watkins; Erika Vance
Subject: FW: New submission from Advertise : KLBJ-FM

Here you go!

From: Michael Shirley [mailto:mike@pinpointaction.com]
Sent: Friday, July 22, 2022 10:11 PM
To: Nick Tracz <NTracz@WATERLOOMEDIA.COM>
Subject: Re: New submission from Advertise : KLBJ-FM

Hey Nick,

Sorry for the long pause in reply. I got sidetracked by primaries in other states. Out of 12 races, only lost 1.

Are these rates still valid?

On Tue, Mar 22, 2022 at 12:15 PM Nick Tracz <NTracz@waterloomedia.com> wrote:

Hi Michael –

Hope you're having a good start to your week! Did you have a chance to review these items over the weekend? Any feedback/thoughts?

Thanks!

Nick

From: Michael Shirley [mailto:mike@pinpointaction.com]
Sent: Friday, March 18, 2022 12:37 PM
To: Nick Tracz <NTracz@WATERLOOMEDIA.COM>
Subject: Re: New submission from Advertise : KLBJ-FM

Thank you. I'll review this over the weekend.

Sent from my iPad

On Mar 18, 2022, at 11:17 AM, Nick Tracz <NTracz@waterloomedia.com> wrote:

Hi Michael –

Sorry for the delay... we're currently in the throes of SXSW (multiple LIVE broadcasts across town). Please find attached the following documents:

- WATERLOO MEDIA POLITICAL RATE CARE = Basically, we offer our LUR (lowest unit rate) for any state/federal Candidates looking to advertise... and the accompanying Issue Rates for anything else.
- CLUSTER OVERVIEW = A high-level over of each station's format, target demo, etc.

Please let me know if I can provide you with anything else...

Thanks!
Nick

From: Michael Shirley [<mailto:mike@pinpointaction.com>]
Sent: Thursday, March 17, 2022 12:42 PM
To: Nick Tracz <NTracz@WATERLOOMEDIA.COM>
Subject: Re: New submission from Advertise : KLBJ-FM

State and candidate

On Thu, Mar 17, 2022 at 12:38 PM Nick Tracz <NTracz@waterloomedia.com> wrote:

Hi Mike –

Thanks for reaching out to KLBJ-FM/Waterloo Media!
I'd be happy to provide you with political rates...

Are you looking to advertise a candidate (federal/state) or political issue?

Thanks!
Nick

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

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Michael Shirley
Chairman
mike@pinpointaction.com