

## Erika Vance

---

**From:** Nick Tracz  
**Sent:** Wednesday, September 21, 2022 5:42 PM  
**To:** Nikki Watkins; Erika Vance  
**Cc:** James White  
**Subject:** FW: week of 9/26 and Oct schedules

For the political file... + \$19,208 across the next two weeks.

He also said he'll probably go with the heavier schedules for 10/10-10/30... will let us know (likely) by EOD Mon, 9/26.

**From:** Michael Shirley [mailto:mike@pinpointaction.com]  
**Sent:** Wednesday, September 21, 2022 5:31 PM  
**To:** Nick Tracz <NTracz@WATERLOOMEDIA.COM>  
**Subject:** Re: week of 9/26 and Oct schedules

Week of 9/26 is approved.

Week of 10/3 is approved at Option A for 12,723.

On Wed, Sep 21, 2022 at 10:50 AM Nick Tracz <[NTracz@waterloomedia.com](mailto:NTracz@waterloomedia.com)> wrote:

Hey Mike –

Hope you're having a good week! I've attached the following for your review/approval:

1. Week of 9/26 (~50% of regular schedule) = \$6,485 GROSS / \$5,512.25 NET – blend of :60 and :30 sec spots – IS THIS GOOD TO GO?
2. October options:
  - a. \$12,723/wk x 4 weeks (10/3, 10/10, 10/17, 10/24) = **\$50,892 GROSS / \$43,258.20 NET** – blend of :60s and :30s
    - i. REACH: 1,188,900 Unique A18+ | FREQ: 4.4
  - b. \$14,867/wk x 4 weeks (10/3, 10/10, 10/17, 10/24) = **\$59,468 GROSS / \$50,547.80 NET** – blend of :60s and :30s
    - i. REACH: 1,227,400 Unique A18+ | FREQ: 5.0

Please let me know how you'd like to proceed or if you'd like to see anything different.

ALSO – would you be interested in weaving in any ConnectedTV for this campaign (or for any other campaigns)?

Thanks!



## Nick Tracz

Sr. Marketing Consultant | [WaterlooMedia.com](http://WaterlooMedia.com)

a: 8309 N IH 35, Austin, TX 78753

c: [310-351-1703](tel:310-351-1703) | w: 512-908-4931

e: [ntracz@waterloomedia.com](mailto:ntracz@waterloomedia.com) | o: [LinkedIn](#)



**Fun Fact:** I used to tour the US in an [indie rock band](#)

---

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

---

--

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