

Jennifer Flowers

From: David Welch
Sent: Thursday, May 2, 2024 10:31 AM
To: benfw3@yahoo.com
Cc: Jennifer Flowers; Steve Sherrill
Subject: Information we discussed

Hi Ben—

Thank you for your interest in an ad campaign for Daniel Betts for Travis County DA.

As discussed, here are the rates for 30 and 60 second spots for **News Radio KLBJ**:

30 seconds

M-F 6a-10a=\$80/ea
M-F 10a-3p=\$60/ea
M-F 3p-7p=\$65/ea
M-F 7p-12a=\$10/ea
Saturday 6-10a=\$15/ea
Saturday 10a-3p=\$20/ea
Saturday 3p-7p=\$20/ea
Sunday 7p-12a=\$10/ea
Sunday 6a-10a=\$10/ea
Sunday 10a-3p=\$10/ea
Sunday 3p-7p=\$10/ea
Sunday 7p-12a=\$10/ea

60 seconds

M-F 6a-10a=\$90/ea
M-F 10a-3p=\$75/ea
M-F 3p-7p=\$90/ea
M-F 7p-12a=\$10/ea
Saturday 6-10a=\$20/ea
Saturday 10a-3p=\$20/ea
Saturday 3p-7p=\$20/ea
Sunday 7p-12a=\$10/ea
Sunday 6a-10a=\$15/ea
Sunday 10a-3p=\$20/ea
Sunday 3p-7p=\$20/ea
Sunday 7p-12a=\$10/ea

While we were talking, I raised the idea of also considering our Spanish language station, KLZT-FM, La Zeta. The audience is targeted at 30-55 year old and is very family oriented. I think they would be a good additional demographic to reach.

Finally, we have an excellent digital marketing department in which we can do email campaigns, online display ads, social media marketing and other strategies. Those tools are priced on a cost per thousand basis that vary by the tool used.

Let me know how else I can help or answer questions. I'm ready to help when you are.

David Welch

Waterloo Media

News Radio KLBJ 590 AM/99.7 FM

102.7. ESPN|107.1 KLZT-FM|Latino 93.3|103.5 BOB-FM|97.1 ACL Radio|101X KROX-FM|93.7 KLBJ-FM

Waterloo Digital Marketing

8309 N. Interstate 35

Austin, Tx 78753

O: 512-832-4082

M: 512-825-8074