



Eric Case <ecase@starcincinnati.com>

Avail Rates Request - WAKW-FM

1 message

leta.mork@ms.genmediapartners.com <leta.mork@ms.genmediapartners.com>
To: ecase@starcincinnati.com

Tue, Jan 16, 2018 at 12:06 PM

Click on this link to send rates:<http://www.genmediahub.com/availRequestMod.php?key=921OX8PYRC6L>

Gen Media uses a proprietary system called Rapid Rate to effectively and efficiently communicate with our station partners about pending opportunities for their market. Attached, please find a new agency avail request for (market). We want all of our stations to know about all of the opportunities for their area, whether or not they are a perfect fit based on points planned or demo, so if appropriate, please consider the attached specs and your stored rates on file. NOTE- This Rapid Rate request WILL NOT replace a phone call or email strategy session with your rep. This request simple outlines the agency's details in a consistent and simple way and tracks the opportunity.

By clicking the link above, you'll see all the specs of the avail. Please fill in the blanks (or chose to use historical rates on file), hit submit and expect a call or email from us shortly. If you have any questions, please email me: (Leta.Mork@GenMediaPartners.com)

When submitting your rates, please make sure to supply agency Gross rates. We are acting as your sales rep on this account, and are to be paid 15% of the net to station, just like if one of your local AEs were calling on an agency.

Thanks,
Roger.Rafson@GenMediaPartners.com

RAPID RATE



AVAIL SPECS

Station Call Letters

WAKW-FM

Avail Number

RR00004012

Description

OH Candidate

Product/Brand

Candidate In Window

Submission Deadline

01/16/2018 04:00 AM EST

Flight Dates

03/24/2018 - 05/08/2018

CPP Requirement**Demo****Added Value Request****Notes**

Thanks for using our new "Rapid Rate" system. This allows us to be the first group of stations to get the agencies what they need.

On the left column, you'll find the specs for the avail. Below you'll see boxes where you can fill in the rates that you'd like to submit based on the day parts they asked for.

Lastly you'll see an area where you can submit your added value offerings, and any notes you'd like to send to your NonRepLocalFocus or the agency. Let us know if you have any questions, and please return this information as soon as possible, thanks!

RATES

CANDIDATE

	60's	30's	15's	10's
M-F 6AM-10AM	45	45		
M-F 10AM-3PM	40	45		
M-F 3PM-7PM	45	45		
M-F 6AM-7PM	43	45		
SAT/SUN 6AM-7PM	10	19		

Update My Rates Profile

- Yes, Please use the above rates as my "standard" rates, the ones we'll use more often if a buyer is looking for general information in the future
- No, please do not update these rates as my "standard" rates, these are just for this avail

Rates Hold For All Flight Dates

- Yes
- No

Your station's Added Value offerings if requested, or notes to the agency
(Whatever you type here will be seen by the agency)

Comment to NonRepLocalFocus

(whatever you type here will ONLY be seen by the NonRepLocalFocus team, not the agency)

AVAIL DOCUMENTS

File Name