

From: Page, Hank <[hpage@aging.sc.gov](mailto:hpage@aging.sc.gov)>  
To: Danny Varat [DannyVarat@scstatehouse.gov](mailto:DannyVarat@scstatehouse.gov)  
Broome, Darryl [Darryldbroom@aging.sc.gov](mailto:Darryldbroom@aging.sc.gov)  
Date: 2/9/2018 3:14:49 PM  
Subject: FW: PEP schedule

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Just to clarify, this is for the ElderCare Trust Fund PSA.

hp

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From: Page, Hank  
Sent: Friday, February 09, 2018 3:12 PM  
To: 'Danny Varat' ; Broome, Darryl  
Subject: FW: PEP schedule

FYI

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From: Margaret Wallace [<mailto:margaret@scba.net>]  
Sent: Friday, February 09, 2018 1:39 PM  
To: Page, Hank <[hpage@aging.sc.gov](mailto:hpage@aging.sc.gov)>  
Subject: PEP schedule

Hank-

Based on your \$7500 budget and the April 17 deadline, SCBA can offer the following:

- TV- March 5- April 8 = 5 weeks of statewide TV @ \$1500/week = \$7500
- Radio- I will send the traffic with a *request* to air your PSA's when they have any extra inventory. I'm sure there will be participation, I just can't guarantee 100%.

As you know, we guarantee a 3:1 ROI (it is usually much higher) and will have two monthly summary reports for you, one for March and one for April. We typically have the reports ready for partners at the end of the following month due to some stations reporting late in the month to SCBA.

Once this is approved, I will send over our standard PEP contract and in lieu of a deposit will ask for payment in full of the \$7,500.

Please let me know if you have any additional questions and whenever possible, I'd like to see and hear your creative for the campaign.

Thanks and have a good weekend,

Margaret

Margaret Fort Wallace  
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