

CONTRACT



WDBD Fox40
 715 South Jefferson Street
 Jackson, MS 39201
 (601) 948-3333

| | | |
|--|--|--|
| <u>Contract / Revision</u> 1600009 / | | <u>Alt Order #</u> |
| <u>Product</u> POLITICAL | | |
| <u>Contract Dates</u> 10/16/16 - 10/16/16 | | <u>Estimate #</u> 1418 |
| <u>Advertiser</u> ISS/IMPAC | | <u>Original Date / Revision</u> 10/12/16 / 10/12/16 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WDBD | <u>Account Executive</u> WDBD Local House | <u>Sales Office</u> WDBD |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 18+ | | |
| <u>Agy Code</u> 9913826 | <u>Advertiser Code</u> | <u>Product 1/2</u> |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

And:

Innovative Advertising (B)
 Attention: Heidi Thiess
 4250 Hwy 22, Suite 7
 Mandeville, LA 70471

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|------|------------|----------|--------------|----------------|--------|--------|------------|------------|------|------|-------|------------|
| N 1 | WDBD | 10/16/16 | 10/16/16 | Saints Games | Saints Games | -----S | :30 | 1 | \$3,125.00 | 0.00 | NM | 1 | \$3,125.00 |
| Totals | | | | | | | | 0.00 | | | | 1 | \$3,125.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 09/26/16 - 10/16/16 | 1 | \$3,125.00 | (\$468.75) | \$2,656.25 |
| Totals | 1 | \$3,125.00 | (\$468.75) | \$2,656.25 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.