

# DELAWARE 105.9 FM NEWS-TALK

## Weller's Utility Trailers

### WXDE Advertising Agreement

October 31, 2016 - October 27, 2019  
(3 years)

Weller's will receive:

- Five live :60 call-in commercials each week on the Dan Gaffney Show. Monday-Friday the commercials will air between 7:30-7:40am. Cost per commercial: \$45 Cost per week: \$225
- "Weller Does Delmarva" live show to air each Saturday from 7-9am. Weller's receives 48 minutes of program time per hour. Show package includes thirty :30 promos per week to air on Delaware 105.9 and stream on delaware1059.com. Cost per week: \$500

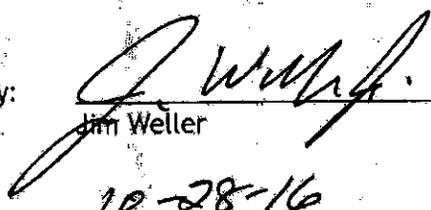
Total Weekly Cost: \$725

Annual Investment (52 weeks): \$37,700

Total Commitment \$113,100

This program is based upon an annual commitment. In the case of cancellation, spots may be short-rated and pricing will be based upon the current WXDE rate card.

Accepted by:

  
Jim Weller

Date:

10-28-16



DELMARVA BROADCASTING COMPANY

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# DELAWARE 105.9 FM NEWS TALK

## Weller's Utility Trailers WXDE Annual Advertising Agreement October 26, 2015 - October 30, 2016

Weller's will receive:

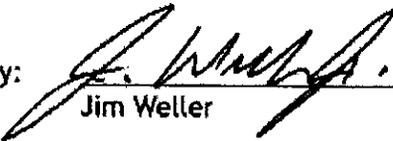
- Two :90 commercials each Friday morning during the Dan Gaffney Show's "Live from Jimmy's Grille" broadcast. One commercial will air between 7:15-7:25am and the other will air between 8:15-8:25am. Cost per commercial: \$100 Cost per week: \$200
- 30 shared promos each week on Delaware 105.9 for the "Live from Jimmy's Grille" broadcast. Promos will include your voice promoting your Friday commercial segments.
- Five live :60 call-in commercials each week on the Dan Gaffney Show. Monday-Thursday the commercials will air between 7:30-7:40am and on Friday the commercial will air between 9:20-9:30am. Cost per commercial: \$40 Cost per week: \$200
- "Weller Does Delmarva" live show to air each Saturday from 7-9am. Weller's receives 48 minutes of program time per hour. Show package includes thirty :30 promos per week to air on Delaware 105.9 and stream on delaware1059.com. Cost per week: \$500

Total Weekly Cost: \$900

Annual Investment (53 weeks): \$47,700

This program is based upon an annual commitment. In the case of cancellation, spots may be short-rated and pricing will be based upon the current WXDE rate card.

Accepted by:

  
Jim Weller

Date:

10-2-15



DELMARVA BROADCASTING COMPANY

# Weller's Annual WXDE Agreement

**DELAWARE  
105.9FM  
NEWS-TALK**

Delaware1059.com

For the time period of Oct. 27, 2014 – October 25, 2015

## Weller's will receive:

30 (minimum) live and/or recorded shared promos each week including your voice to promote your Friday segment at Jimmy's Grille.

2-90 second breaks to speak about your business during the morning show each Friday at Jimmy's Grille. One at 7:15am and one at 8:15am. At \$100 each = \$200 per week.

5 live :60 call-ins per week (7:30am M-Fri). At \$40 each = \$200 per week.

"Weller Does Delmarva" Live Program. Every Saturday 7am-9am. Client has 45 minutes program time per hour. Includes 30 live and/or recorded, 30 second promos per week on WXDE and Online, at \$500 per week.

1 of 4 Monthly Delaware 105.9 internet streaming sponsors. Includes live and recorded promos on WXDE, pre-roll video on streaming player, 20:30 on-line streaming commercials per month. On delaware1059.com = \$250 per month.

Annual Investment = \$49,800

Accepted By: \_\_\_\_\_

Date: \_\_\_\_\_

This program is based on an annual commitment.  
In the case of a canceled contract, spots may be short rated.

