

# CONTRACT



**Townsquare Media - Trenton**  
**109 Walters Ave.**  
**Ewing, NJ 08638**  
**(609) 359-5300**

<u>Contract / Revision</u> 4821440 / 1		<u>Alt Order #</u>
<u>Advertiser</u> <b>New Jersey Business &amp; Industry Association</b>		<u>Original Date / Revision</u> 04/30/24 / 05/03/24
<u>Contract Dates</u> <b>05/06/24 - 05/26/24</b>	<u>Estimate #</u>	
<u>Product</u> <b>May 2024</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WKXW-FM</b>	<u>Account Executive</u> Gayle Redavid	<u>Sales Office</u> Local Trenton
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**New Jersey Business & Industry Association**  
**10 W. Lafayette Street**  
**Trenton, NJ 08608**

<b>WKXW-FM - 4821440A</b>													
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WKXW	05/06/24	05/26/24	M-F AM Drive	6:30 AM-6:40 AM		1:00				NM	14	\$9,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/06/24	05/12/24	-1111--				4	\$675.00	0.00			
	Week:	05/13/24	05/19/24	1111--				5	\$675.00	0.00			
	Week:	05/20/24	05/26/24	1111--				5	\$675.00	0.00			
N 2	WKXW	05/06/24	05/26/24	M-F AM Drive	8:30 AM-8:40 AM		1:00				NM	14	\$9,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/06/24	05/12/24	-1111--				4	\$675.00	0.00			
	Week:	05/13/24	05/19/24	1111--				5	\$675.00	0.00			
	Week:	05/20/24	05/26/24	1111--				5	\$675.00	0.00			
N 3	WKXW	05/06/24	05/26/24	M-F AM Drive	6a-10a		:30				NM	15	\$7,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/06/24	05/12/24	-1211--				5	\$475.00	0.00			
	Week:	05/13/24	05/19/24	1111--				5	\$475.00	0.00			
	Week:	05/20/24	05/26/24	1111--				5	\$475.00	0.00			
N 4	WKXW	05/06/24	05/12/24	M-F AM Drive	6a-10a		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/06/24	05/12/24	MTWTF--				3	\$450.00	0.00			
<b>Totals</b>											0.00	46	\$27,375.00

Time Period	# of Spots	Gross Amount	Net Amount
05/01/24 - 05/24/24	46	\$27,375.00	\$27,375.00
<b>Totals</b>	46	\$27,375.00	\$27,375.00

<b>WKXW-FM - 4821440B</b>													
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WKXW	05/06/24	05/26/24	Talent Fees	12a-12a		:00				NS	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/06/24	05/12/24	MTWTF--				1	\$150.00	0.00			
	Week:	05/13/24	05/19/24	MTWTF--				1	\$150.00	0.00			
	Week:	05/20/24	05/26/24	MTWTF--				1	\$150.00	0.00			

(\* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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<u>Advertiser</u> New Jersey Business & Industry Association		<u>Original Date / Revision</u> 04/30/24 / 05/03/24
<u>Contract Dates</u> 05/06/24 - 05/26/24	<u>Product</u> May 2024	<u>Estimate #</u>

<b>WKXW-FM - 4821440B</b>				Start/End	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
*Line	Ch	Start Date	End Date	Description	Time								
2	WKXW	05/06/24	05/26/24	Talent Fees	12a-12a		:00			NS	3	\$225.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/06/24	05/12/24	MTWTF--				1	\$75.00	0.00			
Week:		05/13/24	05/19/24	MTWTF--				1	\$75.00	0.00			
Week:		05/20/24	05/26/24	MTWTF--				1	\$75.00	0.00			
3	WKXW	05/06/24	05/12/24	Talent Fees	12a-12a		:00			NS	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/06/24	05/12/24	MTWTF--				1	\$200.00	0.00			
4	WKXW	05/06/24	05/12/24	Talent Fees	12a-12a		:00			NS	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/06/24	05/12/24	MTWTF--				1	\$200.00	0.00			
<b>Totals</b>											0.00	8	\$1,075.00

Time Period	# of Spots	Gross Amount	Net Amount
05/01/24 - 05/24/24	8	\$1,075.00	\$1,075.00
<b>Totals</b>	8	\$1,075.00	\$1,075.00

<b>WKXW-FM - 4821440C</b>				Imp.	Rate	Rate Type	Amount
*Line	Start Date	End Date	Description	Booked			
1	05/06/24	05/26/24	Digital Endorsements/Advertorials	0	\$2,500.00	Flat Fee	\$2,500.00
2	05/06/24	05/26/24	Digital Endorsements/Advertorials	0	\$2,500.00	Flat Fee	\$2,500.00
3	05/06/24	05/26/24	Newsletter	0	\$725.00	Flat Fee	\$725.00
<b>Totals</b>				0			\$5,725.00

<b>WKXW-FM - 4821440D</b>				Imp./Plays	Rate	Rate Type	Amount
*Line	Start Date	End Date	Description	Booked			
N 1	05/07/24	05/10/24	1:00 Audio Spot (CPP)	7	\$15.00	CPP	\$105.00
2	05/13/24	05/17/24	1:00 Audio Spot (CPP)	10	\$15.00	CPP	\$150.00
3	05/20/24	05/24/24	1:00 Audio Spot (CPP)	10	\$15.00	CPP	\$150.00
N 4	05/07/24	05/10/24	:30 Audio Spot (CPP)	5	\$15.00	CPP	\$75.00
5	05/13/24	05/17/24	:30 Audio Spot (CPP)	5	\$15.00	CPP	\$75.00
6	05/20/24	05/24/24	:30 Audio Spot (CPP)	5	\$15.00	CPP	\$75.00
N 7	05/07/24	05/10/24	:30 Audio Spot (CPP)	3	\$15.00	CPP	\$45.00
<b>Totals</b>				45			\$675.00

**Contract Totals**      0.045      89      \$34,850.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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