

Lakes Media LLC Advertising Agreement

Lakes Media LLC v052623-R PO Box 1603, Oxford, NC 27565 Phone: (919) 693-7900 x 230		Station WKSK		Date of Contract 10/21/23	Contract Start Date 10/31/2023	End Date 11/7/2023
Advertiser Travis Wright - candidate		Unit Length 30		:30 Pre-Roll		
Product Candidate for Mecklenburg County School Board District 4				:15 Pre-Roll		
Agency				728 x 90		
Billing Address 409 Rocky Branch Rd				300 x 250		
City South Hill		State VA	Zip 23970	Spot Production, Remote Broadcast		
Phone 914-300-3911	Fax			# of Spots or Remotes		
Buyer Lenora/Travis Wright	Email LenoraWright729@protonmail.com			Value per Package, Event		
Account Manager Jimmy Martin				Total Package/Event Cost \$ -		
Type* PO	Scheduling Instructions Schedule 1 daily spot on Tradio 10/31-11/7					

	6a-10a	10a-3p	3p-7p	7p-12a	6a-7p	6a-12a		6a-10a	10a-3p	3p-7p	7p-12a	6a-7p	6a-12a
WEEK 1	A	B	C	D	E		WEEK 3	A	B	C	D	E	F
MON							MON						
TUE	1						TUE						
WED	1						WED						
THU	1						THU						
FRI	1						FRI						
SAT	1						SAT						
SUN							SUN						
WEEK 2							WEEK 4						
MON	1						MON						
TUE	1						TUE						
WED							WED						
THU							THU						
FRI							FRI						
SAT							SAT						
SUN							SUN						

* Order Types	Monthly Billing Summary					Rates:	Units	Unit Price	Total			
LD Local	1	\$	80.00	7	\$	Total A	7	x Cost \$ 11	Total \$ 80			
RD Regional	2	\$	-	8	\$	Total B	0	x Cost	Total \$ -			
AG Agency	3	\$	-	9	\$	Total C	0	x Cost	Total \$ -			
RP Rep	4	\$	-	10	\$	Total D	0	x Cost	Total \$ -			
PO Political	5	\$	-	11	\$	Total E	0	x Cost	Total \$ -			
PS PSA	6	\$	-	12	\$	Total F	0	x Cost	Total \$ -			
Copy Instructions: (7 lines or less)						Total Units	7	x Cost \$ 11	Total \$ 80			
<p>Are you concerned about the state of education in Virginia? Does worrying about your child's education keep you up at night? Are you a parent that wants to get involved but don't know how to get involved? Are you ready for change? vote for Travis Wright, write-in candidate for school board district four. Travis's plan is to start from the bottom up. He is your voice, advocate, and public servant. Together you can make a difference. I am Travis Wright and I authorized and paid for this message.</p>						Pkgs/Evnts	0	x Cost \$ -	Pkg/Evt Price \$ -			
						# Weeks	1	# Months	1	Total Units	7	\$ -
						Total Units	7	Total Unit Amount	\$ 80			
						Average Unit Rate	\$ 11	Pkg/Rem/Event/Added Val	\$ -			
NET RATES						Total Billable Amount	\$	80				

<p align="center">ACCEPTED FOR THE ADVERTISER</p> <p>By _____ Signature Travis Wright, candidate Printed Name and Title</p> <p>_____ Date</p>	<p align="center">ACCEPTED FOR THE STATION</p> <p>By _____ Signature Jimmy Martin, Station Manager Printed Name and Title</p> <p>_____ Date 10/21/2023</p>
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Signature hereon acknowledges contract terms and conditions

Conditions of Agreement

1. It is specifically understood and agreed that this contract embodies all understandings and Agreements between the parties unless otherwise stated

Lakes Media LLC Advertising Agreement

herein.

2. The privilege of this Agreement shall not be extended to any person, firm or corporation other than the Advertiser, directly or indirectly and shall not otherwise be assigned without the written consent of the Station.
3. All schedule changes require 48 hours notice. **In the event the Advertiser terminates this Agreement before the Contract End Date, the Station reserves the right to require the Advertiser to pay for time aired at the rate card in effect on the date of cancellation.**
4. All broadcasting programs and announcements are subject to the approval of the Station, and the Station without restriction or liability, reserves the right to reject or cancel any and all contracts with the Advertiser, or refuse to broadcast any part or all of any programs which do not, in the opinion of the Station, do not adhere to Station's minimum broadcast quality standards.
5. The Station shall not be held responsible for any program or announcements not broadcast due to government regulation, mechanical difficulties, storms, strikes or any course whatsoever beyond its control or for a change or substitution of programs the Station feels is in the public interest.
6. Advertiser agrees that all sums due hereunder are payable within 10 business days of the date of billing to Lakes Media LLC at the address printed on Page 1 and shall become due after 30 days.
7. An invoice shall serve as adequate proof of performance of the commercial announcements listed thereon.
8. All invoices submitted pursuant to this contract shall be deemed correct unless the Advertiser makes written objection within 5 days of receipt of the disputed invoice.
9. It is understood that this Agreement covers radio station facilities only and that all talent, traveling, wire facilities, remote control or other charges are extra. The failure to the Advertiser to furnish approved programs as provided herein or failure to occupy lease time for any reason shall not relieve Advertiser's obligation to pay for time contracted for.
10. Notwithstanding to whom bills are rendered, Advertiser, and applicable Advertising Agency, jointly and severally shall remain obligated to pay to the Station the full amounts rendered by Station within the time specified and until such time that payment in full is received by the Station. Payment by Advertiser to the Advertising Agency shall not constitute payment to Station.
11. **Advertiser agrees to apply interest at the rate of 18% per annum on all unpaid balances. Advertiser also agrees to pay collection fees, legal fees and court costs, whenever incurred to collect any amount due under this Agreement. Advertiser further acknowledges that this Agreement is entered into under and is governed by the laws of the State of North Carolina and that venue for any litigation between the parties shall be in the County of Granville unless the Station elects otherwise.**
12. In the event any provision of this contract is declared invalid by a court of competent jurisdiction, the remaining portions shall remain in full force and effect.
13. The Station covets and saves for and to Lakes Media LLC, sole and exclusive rights to all original material(s) and talent(s) or any facsimile of the same.
14. The Agency and Advertiser will hold and save Lakes Media LLC, harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trademarks, trade names or program titles, violations or rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcast of any program, material, information of music approved or furnished by the Advertiser or information or music approved or furnished by the Advertiser or Agency.
15. While Station will make best efforts to clear Best Time Available ("BTA") schedules during high-level audience periods, Station reserves the right to clear BTA schedules at any time Monday-Sunday 6am-Midnight.
16. Lakes Media LLC and this radio station do not and will not discriminate in any way on the basis of race or ethnicity with respect to its (their) advertising practices. No advertiser may use the Station(s) to discriminate on the basis of race or ethnicity and any contract entered into by an advertiser intending to discriminate on the basis of race or ethnicity shall be null and void.

LAKES MEDIA NETWORK DIRECT NET RATES (:60)

	Grid 1			Grid 2			Grid 3		
	WLUS	WHLF	WSHV	WLUS	WHLF	WSHV	WLUS	WHLF	WSHV
Mo 6-10	\$ 27.00	\$ 20.25	\$ 8.10	\$ 31.05	\$ 23.29	\$ 9.32	\$ 35.71	\$ 26.78	\$ 10.71
Tu 6-10	\$ 27.00	\$ 20.25	\$ 8.10	\$ 31.05	\$ 23.29	\$ 9.32	\$ 35.71	\$ 26.78	\$ 10.71
We 6-10	\$ 27.00	\$ 20.25	\$ 8.10	\$ 31.05	\$ 23.29	\$ 9.32	\$ 35.71	\$ 26.78	\$ 10.71
Th 6-10	\$ 36.00	\$ 27.00	\$ 10.80	\$ 41.40	\$ 31.05	\$ 12.42	\$ 47.61	\$ 35.71	\$ 14.28
Fr 6-10	\$ 36.00	\$ 27.00	\$ 10.80	\$ 41.40	\$ 31.05	\$ 12.42	\$ 47.61	\$ 35.71	\$ 14.28
Sa 6-10	\$ 36.00	\$ 27.00	\$ 10.80	\$ 41.40	\$ 31.05	\$ 12.42	\$ 47.61	\$ 35.71	\$ 14.28
Su 6-10	\$ 27.00	\$ 20.25	\$ 8.10	\$ 31.05	\$ 23.29	\$ 9.32	\$ 35.71	\$ 26.78	\$ 10.71
Mo 10-3	\$ 23.00	\$ 17.25	\$ 6.90	\$ 26.45	\$ 19.84	\$ 7.94	\$ 30.42	\$ 22.81	\$ 9.13
Tu 10-3	\$ 23.00	\$ 17.25	\$ 6.90	\$ 26.45	\$ 19.84	\$ 7.94	\$ 30.42	\$ 22.81	\$ 9.13
We 10-3	\$ 23.00	\$ 17.25	\$ 6.90	\$ 26.45	\$ 19.84	\$ 7.94	\$ 30.42	\$ 22.81	\$ 9.13
Th 10-3	\$ 31.00	\$ 23.25	\$ 9.30	\$ 35.65	\$ 26.74	\$ 10.70	\$ 41.00	\$ 30.75	\$ 12.30
Fr 10-3	\$ 31.00	\$ 23.25	\$ 9.30	\$ 35.65	\$ 26.74	\$ 10.70	\$ 41.00	\$ 30.75	\$ 12.30
Sa 10-3	\$ 31.00	\$ 23.25	\$ 9.30	\$ 35.65	\$ 26.74	\$ 10.70	\$ 41.00	\$ 30.75	\$ 12.30
Su 10-3	\$ 23.00	\$ 17.25	\$ 6.90	\$ 26.45	\$ 19.84	\$ 7.94	\$ 30.42	\$ 22.81	\$ 9.13
Mo 3-7	\$ 23.00	\$ 17.25	\$ 6.90	\$ 26.45	\$ 19.84	\$ 7.94	\$ 30.42	\$ 22.81	\$ 9.13
Tu 3-7	\$ 23.00	\$ 17.25	\$ 6.90	\$ 26.45	\$ 19.84	\$ 7.94	\$ 30.42	\$ 22.81	\$ 9.13
We 3-7	\$ 23.00	\$ 17.25	\$ 6.90	\$ 26.45	\$ 19.84	\$ 7.94	\$ 30.42	\$ 22.81	\$ 9.13
Th 3-7	\$ 31.00	\$ 23.25	\$ 9.30	\$ 35.65	\$ 26.74	\$ 10.70	\$ 41.00	\$ 30.75	\$ 12.30
Fr 3-7	\$ 31.00	\$ 23.25	\$ 9.30	\$ 35.65	\$ 26.74	\$ 10.70	\$ 41.00	\$ 30.75	\$ 12.30
Sa 3-7	\$ 31.00	\$ 23.25	\$ 9.30	\$ 35.65	\$ 26.74	\$ 10.70	\$ 41.00	\$ 30.75	\$ 12.30
Su 3-7	\$ 50.00	\$ 37.50	\$ 6.90	\$ 57.50	\$ 43.13	\$ 7.94	\$ 66.13	\$ 49.59	\$ 9.13
Mo 7p-6a	\$ 10.00	\$ 7.50	\$ 3.00	\$ 11.50	\$ 8.63	\$ 3.45	\$ 13.23	\$ 9.92	\$ 3.97
Tu 7p-6a	\$ 10.00	\$ 7.50	\$ 3.00	\$ 11.50	\$ 8.63	\$ 3.45	\$ 13.23	\$ 9.92	\$ 3.97
We 7p-6a	\$ 10.00	\$ 7.50	\$ 3.00	\$ 11.50	\$ 8.63	\$ 3.45	\$ 13.23	\$ 9.92	\$ 3.97
Th 7p-6a	\$ 10.00	\$ 7.50	\$ 3.00	\$ 11.50	\$ 8.63	\$ 3.45	\$ 13.23	\$ 9.92	\$ 3.97
Fr 7p-6a	\$ 10.00	\$ 7.50	\$ 3.00	\$ 11.50	\$ 8.63	\$ 3.45	\$ 13.23	\$ 9.92	\$ 3.97
Sa 7p-6a	\$ 10.00	\$ 7.50	\$ 3.00	\$ 11.50	\$ 8.63	\$ 3.45	\$ 13.23	\$ 9.92	\$ 3.97
Su 7p-6a	\$ 10.00	\$ 7.50	\$ 3.00	\$ 11.50	\$ 8.63	\$ 3.45	\$ 13.23	\$ 9.92	\$ 3.97
Mo 6a-7p	\$ 24.33	\$ 18.25	\$ 7.30	\$ 27.98	\$ 20.98	\$ 8.39	\$ 32.18	\$ 24.13	\$ 9.65
Tu 6a-7p	\$ 24.33	\$ 18.25	\$ 7.30	\$ 27.98	\$ 20.98	\$ 8.39	\$ 32.18	\$ 24.13	\$ 9.65
We 6a-7p	\$ 24.33	\$ 18.25	\$ 7.30	\$ 27.98	\$ 20.98	\$ 8.39	\$ 32.18	\$ 24.13	\$ 9.65
Th 6a-7p	\$ 32.67	\$ 24.50	\$ 9.80	\$ 37.57	\$ 28.18	\$ 11.27	\$ 43.21	\$ 32.40	\$ 12.96
Fr 6a-7p	\$ 32.67	\$ 24.50	\$ 9.80	\$ 37.57	\$ 28.18	\$ 11.27	\$ 43.21	\$ 32.40	\$ 12.96
Sa 6a-7p	\$ 32.67	\$ 24.50	\$ 9.80	\$ 37.57	\$ 28.18	\$ 11.27	\$ 43.21	\$ 32.40	\$ 12.96
Su 6a-7p	\$ 24.33	\$ 18.25	\$ 7.30	\$ 27.98	\$ 20.98	\$ 8.39	\$ 32.18	\$ 24.13	\$ 9.65
Mo 6a-Mid	\$ 19.71	\$ 14.78	\$ 5.91	\$ 22.66	\$ 17.00	\$ 6.80	\$ 26.06	\$ 19.55	\$ 7.82
Tu 6a-Mid	\$ 19.71	\$ 14.78	\$ 5.91	\$ 22.66	\$ 17.00	\$ 6.80	\$ 26.06	\$ 19.55	\$ 7.82
We 6a-Mid	\$ 19.71	\$ 14.78	\$ 5.91	\$ 22.66	\$ 17.00	\$ 6.80	\$ 26.06	\$ 19.55	\$ 7.82
Th 6a-Mid	\$ 26.46	\$ 19.85	\$ 7.94	\$ 30.43	\$ 22.82	\$ 9.13	\$ 35.00	\$ 26.25	\$ 10.50
Fr 6a-Mid	\$ 26.46	\$ 19.85	\$ 7.94	\$ 30.43	\$ 22.82	\$ 9.13	\$ 35.00	\$ 26.25	\$ 10.50
Sa 6a-Mid	\$ 26.46	\$ 19.85	\$ 7.94	\$ 30.43	\$ 22.82	\$ 9.13	\$ 35.00	\$ 26.25	\$ 10.50
Su 6a-Mid	\$ 19.71	\$ 14.78	\$ 5.91	\$ 22.66	\$ 17.00	\$ 6.80	\$ 26.06	\$ 19.55	\$ 7.82

Discounts:

Agency 15.00%

Multi-Station Orders:

2 5.00%

3 10.00%

Volume: (Units)

Weeks (assuming 56 spots per week):

672 5.00% 12

1,344 7.50% 24

2,016 10.00% 36

2,688 12.50% 48