

Lakes Media LLC Advertising Agreement

Lakes Media LLC v052623-R		Station		Contract Start Date		10/25/2023	End Date	11/7/2023	
PO Box 1603, Oxford, NC 27565		WSHV		Date of Contract	10/21/23	:30 Pre-Roll			
Phone: (919) 693-7900 x 230				Unit Length	30	:15 Pre-Roll			
Advertiser	Courtney Harper, candidate			728 x 90					
Product	Political candidate for Mecklenburg Co. School Board District 4			300 x 250					
Agency								Spot Production, Remote Broadcast	
Billing Address	827 West Danville St.				Description				
City	South Hill	State	VA	Zip	23970		# of Spots or Remotes		
Phone	434-865-0571		Fax			Value per Package, Event			
Buyer	Courtney Harper		Email	courtneyharperforschoolboard@gmail.com		Total Package/Event Cost		\$ -	
Account Manager	Jimmy Martin								
Type*	PO	Scheduling Instructions							
Schedule 1 daily spot 6A-10A Oct 25-Nov 7. Billing \$99 on WSHV									

  

	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	1					
TUE								TUE	1					
WED	1							WED						
THU	1							THU						
FRI	1							FRI						
SAT	1							SAT						
SUN	1							SUN						
WEEK 2								WEEK 4						
MON	1							MON						
TUE	1							TUE						
WED	1							WED						
THU	1							THU						
FRI	1							FRI						
SAT	1							SAT						
SUN	1							SUN						

  

* Order Types		Monthly Billing Summary						Rates:				Total			
LD	Local	1	\$	99.00	7	\$	-	Total A	14	x Cost	\$	7	Total	\$	99
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	14	x Cost	\$	7	Total	\$	99
		I am Courtney Harper, pediatric occupational therapist, a mother of three that attend Mecklenburg County public schools and your write-in candidate for school board district 4. Cast your vote November 7 or take advantage of early voting and write in Courtney Harper for school board. Where quality education, emotional intelligence, inclusion and community engagement are our keys to success. Again, write in Courtney Harper, for school board district 4. This message is paid for and authorized by Courtney Harper.						Pkgs/Evnts	0	x Cost	\$	-	Pkg/Evt Price	\$	-
								# Weeks	1	# Months	1	Total Units	\$	-	
								Total Units	14	Total Unit Amount	\$	99			
								Average Unit Rate	\$	7	Pkg/Rem/Event/Added Val	\$	-		
		NET RATES						Total Billable Amount	\$	99					

  

ACCEPTED FOR THE ADVERTISER	ACCEPTED FOR THE STATION
By _____	By _____
Signature Courtney Harper, candidate	Signature Jimmy Martin, Station Manager
Printed Name and Title	Printed Name and Title
Date	Date
Signature hereon acknowledges contract terms and conditions	

## Lakes Media LLC Advertising Agreement

### Conditions of Agreement

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