

ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM

I, Shauna Reginald, hereby request station time as follows: See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: Synergy Media Works
Address: 74 Robyn Pl Mandeville LA 70471
Contact: Shauna Reginald Phone number: 504.931.6396 Email: Shauna@SynergyMediaWorks.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Invest in Louisiana
Address: 614 Jefferson Hwy Baton Rouge, LA 70806
Contact: Jan Moller Phone number: | Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

Jesse Gilmore, Director / Jan Moller, officer / Susan East Nelson, Director / David Robinson-Morris, Director / Katie Baudouin, Director / Frankie Robertson, Director / Madison Poche, Director / Ali Bustamante, Director

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following: N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary: N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>J. Moller</i>	Signature: <i>Brandon Daboval</i>
Name: <i>JAN Moller</i>	Name: <i>Brandon Daboval</i>
Date of Request to Purchase Ad Time: <i>4-23-24</i>	Date of Station Agreement to Sell Time: <i>4/23/24</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *4/23/24*

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted

Accepted IN PART (e.g., ad not received to determine content)*

Rejected - provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>10084</i>	Station Call Letters: <i>WBRZ</i>	Date Received/Requested: <i>5/8/24</i>
Est. #: <i>306</i>	Station Location: <i>Baton Rouge, LA</i>	Run Start and End Dates: <i>5/13 - 5/26/24</i>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

ORDER



Orders
Order / Rev: 10086
Alt Order #:
Product Desc: WBRZ TV-Invest in Louisiana BR Phase
Estimate: Order No 306
Flight Dates: 05/13/24 - 05/26/24
Original Date / Rev: 05/09/24 / 05/10/24
Order Type: GENERAL

WBRZ
Primary AE: Local Political
Sales Office: L-BR
Sales Region: Local

Agency Name: Synergy Media Works
Buying Contact:
Billing Contact:
 154 12th Street
 New Orleans, LA 70124

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Invest in Louisiana
Demographic: A25-54
Product Codes: Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: POL-ISS
Priority: P-01

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	34	\$19,300.00	\$16,405.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	34	\$19,300.00	\$16,405.00	0.00
Totals	34	\$19,300.00	\$16,405.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local Political			Start Of Order - End Of Order	100%
Dana Dake			Start Of Order - End Of Order	0%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WBRZ	05/13/24	05/26/24	M-F News at 4p WBRZ News at 4p	CM	4p-430p	MTWTF--	:30	1	\$700.00	P-01	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	MTWTF--		1				\$700.00		0.00			
		Week: 05/20/24	05/26/24	MTWTF--		1				\$700.00		0.00			
N 2	WBRZ	05/13/24	05/26/24	Sa 9a-10a Morning News WBRZ Morning News	CM	9a-10a	-----S-	:30	1	\$400.00	P-01	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	-----S-		1				\$400.00		0.00			
		Week: 05/20/24	05/26/24	-----S-		1				\$400.00		0.00			
N 3	WBRZ	05/13/24	05/26/24	M-F 6a-7a 2une in 2une in	CM	6a-7a	MTWTF--	:30	1	\$800.00	P-01	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	MTWTF--		1				\$800.00		0.00			
		Week: 05/20/24	05/26/24	MTWTF--		1				\$800.00		0.00			
N 4	WBRZ	05/13/24	05/26/24	Su 9a Morning News WBRZ Morning News	CM	9a-10a	-----S	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	-----S		1				\$400.00		0.00			
		Week: 05/20/24	05/26/24	-----S		1				\$400.00		0.00			

Order / Rev: 10086
 Alt Order #:
 Flight Dates: 05/13/24 - 05/26/24

Advertiser: Invest in Louisiana
 Product Desc: WBRZ TV-Invest in Louisiana BR Phase WBRZ
 Estimate: Order No 306

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-----S					1	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WBRZ	05/20/24-05/26/24	Su 9a Morning News			9a-10a			-----Su	:30	(\$400.00)	0.00	NM		
Credited [makegoods added to order]															
N 5	WBRZ	05/13/24	05/26/24	M-F Noon News WBRZ News at Noon	CM	12p-1p	MTWTF--	:30	2	\$450.00	P-01	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MTWTF--					2	\$450.00		0.00			
Week:		05/20/24	05/26/24	MTW----					2	\$450.00		0.00			
N 6	WBRZ	05/13/24	05/26/24	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MTWTF--	:30	2	\$300.00	P-01	0.00	NM	4	\$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:		05/13/24	05/19/24	MTWTF--					2	\$300.00		0.00			
Week:		05/20/24	05/26/24	MTWTF--					2	\$300.00		0.00			
N 7	WBRZ	05/13/24	05/26/24	M-F News at 4p WBRZ News at 4p	CM	4p-430p	MTWTF--	:15	1	\$455.00	P-01	0.00	NM	2	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MTWTF--					1	\$455.00		0.00			
Week:		05/20/24	05/26/24	MTWTF--					1	\$455.00		0.00			
N 8	WBRZ	05/13/24	05/26/24	M-F News at 5p WBRZ News at 5p	CM	5p-530p	MTWTF--	:15	2	\$715.00	P-01	0.00	NM	4	\$2,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MTWTF--					2	\$715.00		0.00			
Week:		05/20/24	05/26/24	MTWTF--					2	\$715.00		0.00			
N 9	WBRZ	05/13/24	05/26/24	M-F News at 6p WBRZ News at 6p	CM	6p-630p	MTWTF--	:15	2	\$910.00	P-01	0.00	NM	4	\$3,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MTWTF--					2	\$910.00		0.00			
Week:		05/20/24	05/26/24	MTWTF--					2	\$910.00		0.00			
N 10	WBRZ	05/13/24	05/26/24	Late News Sa 10p News Sat	CM	10-1035p	-----S-	:15	1	\$650.00	P-01	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----S-					1	\$650.00		0.00			
Week:		05/20/24	05/26/24	-----S-					1	\$650.00		0.00			
N 11	WBRZ	05/13/24	05/26/24	Late News Su 10p Late News Su 10p	CM	10p-1035p	-----S	:15	1	\$910.00	P-01	0.00	NM	2	\$1,820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----S					1	\$910.00		0.00			
Week:		05/20/24	05/26/24	-----S					1	\$910.00		0.00			
N 12	WBRZ	05/13/24	05/26/24	M-F 6a-7a 2une in 2une in	CM	6a-7a	MTWTF--	:15	1	\$520.00	P-01	0.00	NM	2	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MTWTF--					1	\$520.00		0.00			
Week:		05/20/24	05/26/24	MTWTF--					1	\$520.00		0.00			
N 13	WBRZ	05/13/24	05/17/24	M-F Nightline Nightline	CM	1137p-1207a	MTWTF--	:15	2	\$130.00	P-01	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MTWTF--					2	\$130.00		0.00			
N 14	WBRZ	05/20/24	05/26/24	M-F Noon News WBRZ News at Noon	CM	12p-1p	---TF--	:15	1	\$270.00	P-01	0.00	NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	---TF--					1	\$270.00		0.00			

Totals 34 \$19,300.00