

ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM

I, Shauna Reginaldi, 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 Reginaldi Phone number: 504.931.6390 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: 619 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 Bostamante, 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: *JM*

Signature: *MSH*

Name: *Jan Moller*

Name: MICHAEL S. HUNSON O.S.

Date of Request to Purchase Ad Time: *4-23-24*

Date of Station Agreement to Sell Time: *4/23/24*

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

Yes

No

Date ad received: *4/23/24*

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 #:

9900

Station Call Letters:

WBZZ

Date Received/Requested:

4/23/24

Est. #:

304

Station Location:

Baton Rouge LA

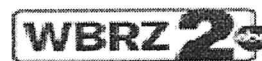
Run Start and End Dates:

4/29/24 - 5/12/24

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: 9900
Alt Order #:
Product Desc: WBRZ TV-Invest in Louisiana BR Phase
Estimate: Order No 304
Flight Dates: 04/25/24 - 05/12/24
Original Date / Rev: 04/24/24 / 04/24/24
Order Type: GENERAL

WBRZ
Primary AE: Dana Dake
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 |
|------------|----------|---------|--------------|-------------|
| 04/01/24 | 04/28/24 | 15 | \$7,965.00 | \$6,770.25 |
| 04/29/24 | 05/12/24 | 43 | \$24,225.00 | \$20,591.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| April 2024 | 15 | \$7,965.00 | \$6,770.25 | 0.00 |
| May 2024 | 43 | \$24,225.00 | \$20,591.25 | 0.00 |
| Totals | 58 | \$32,190.00 | \$27,361.50 | 0.00 |

Account Executives

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

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|------|---------------|------|-------|------------|
| N 1 | WBRZ | 04/25/24 | 05/12/24 | M-F News at 4p WBRZ News at 4p | CM | 4p-430p | MTWTF-- | :30 | 1 | \$700.00 | P-01 | 0.00 | NM | 3 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | ---TF-- | | | | | 1 | \$700.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | MTWTF-- | | | | | 1 | \$700.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 1 | \$700.00 | | 0.00 | | | |
| N 2 | WBRZ | 04/25/24 | 05/12/24 | Sa 9a-10a Morning News WBRZ Morning News | CM | 9a-10a | -----S- | :30 | 1 | \$400.00 | P-01 | 0.00 | NM | 3 | \$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: 04/22/24 | 04/28/24 | -----S- | | | | | 1 | \$400.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | -----S- | | | | | 1 | \$400.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | -----S- | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 3 | WBRZ | 04/25/24 | 05/12/24 | M-F 6a-7a 2une in 2une in | CM | 6a-7a | MTWTF-- | :30 | 1 | \$800.00 | P-01 | 0.00 | NM | 6 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | ---TF-- | | | | | 1 | \$800.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | MTWTF-- | | | | | 3 | \$800.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 2 | \$800.00 | | 0.00 | | | |
| N 4 | WBRZ | 04/25/24 | 05/12/24 | Su 9a Morning News WBRZ Morning News | CM | 9a-10a | -----S | :30 | 1 | \$400.00 | P-01 | 0.00 | NM | 3 | \$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: 04/22/24 | 04/28/24 | -----S | | | | | 1 | \$400.00 | | 0.00 | | | |

Order / Rev: 9900
 Alt Order #:
 Flight Dates: 04/25/24 - 05/12/24

Advertiser: Invest in Louisiana
 Product Desc: WBRZ TV-Invest in Louisiana BR Phase
 Estimate: Order No 304
WBRZ

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--------------------------------------|-------|----------------|---------|-----|-------------------|-------------|------|---------------|------|-------|------------|
| N 5 | WBRZ | 04/25/24 | 05/12/24 | M-F Noon News WBRZ News at Noon | CM | 12p-1p | MTWTF-- | :30 | 1 | \$450.00 | P-01 | 0.00 | NM | 6 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/29/24 | 05/05/24 | -----S | | | | | 1 | \$400.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | -----S | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 6 | WBRZ | 04/25/24 | 05/12/24 | M-F 2p-3p M-F 2p-3p | CM | 2p-3p | -TWT--- | :30 | 1 | \$300.00 | P-01 | 0.00 | NM | 6 | \$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: 04/22/24 | 04/28/24 | ---TF-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | MTWTF-- | | | | | 3 | \$450.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 2 | \$450.00 | | 0.00 | | | |
| N 7 | WBRZ | 04/25/24 | 05/12/24 | M-F 3p-4p M-F 3p-4p | CM | 3p-4p | MTWTF-- | :15 | 1 | \$295.00 | P-01 | 0.00 | NM | 5 | \$1,475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | ---TF-- | | | | | 1 | \$295.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | MTWTF-- | | | | | 3 | \$295.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 1 | \$295.00 | | 0.00 | | | |
| N 8 | WBRZ | 04/25/24 | 05/12/24 | M-F News at 4p WBRZ News at 4p | CM | 4p-430p | MTWTF-- | :15 | 1 | \$455.00 | P-01 | 0.00 | NM | 3 | \$1,365.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | ---TF-- | | | | | 1 | \$455.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | MTWTF-- | | | | | 1 | \$455.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 1 | \$455.00 | | 0.00 | | | |
| N 9 | WBRZ | 04/25/24 | 05/12/24 | M-F News at 5p WBRZ News at 5p | CM | 5p-530p | -TWT--- | :15 | 1 | \$715.00 | P-01 | 0.00 | NM | 6 | \$4,290.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | ---T--- | | | | | 1 | \$715.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | -TWT--- | | | | | 3 | \$715.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | -TWT--- | | | | | 2 | \$715.00 | | 0.00 | | | |
| N 10 | WBRZ | 04/25/24 | 05/12/24 | M-F News at 6p WBRZ News at 6p | CM | 6p-630p | MTWTF-- | :15 | 1 | \$910.00 | P-01 | 0.00 | NM | 6 | \$5,460.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | ---TF-- | | | | | 1 | \$910.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | MTWTF-- | | | | | 3 | \$910.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 2 | \$910.00 | | 0.00 | | | |
| N 11 | WBRZ | 04/25/24 | 05/04/24 | 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: 04/22/24 | 04/28/24 | -----S- | | | | | 1 | \$650.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | -----S- | | | | | 1 | \$650.00 | | 0.00 | | | |
| N 12 | WBRZ | 04/25/24 | 05/12/24 | 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: 04/22/24 | 04/28/24 | -----S | | | | | 1 | \$910.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | -----S | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | -----S | | | | | 1 | \$910.00 | | 0.00 | | | |
| N 13 | WBRZ | 04/25/24 | 05/12/24 | M-F Kimmel Jimmy Kimmel | CM | 1035p-1137p | --WTF-- | :15 | 2 | \$425.00 | P-01 | 0.00 | NM | 6 | \$2,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | ---TF-- | | | | | 2 | \$425.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | --WTF-- | | | | | 2 | \$425.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | --WTF-- | | | | | 2 | \$425.00 | | 0.00 | | | |
| N 14 | WBRZ | 04/26/24 | 04/26/24 | M-F Nightline Nightline | CM | 1137p-1207a | ----F-- | :15 | 1 | \$130.00 | P-01 | 0.00 | NM | 1 | \$130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | ----F-- | | | | | 1 | \$130.00 | | 0.00 | | | |

Totals 58 \$32,190.00