



Optima Public Relations

Appointment of Advertising Agency

Glenda Ledford and **Ledford for Mayor (of Wasilla)** (hereinafter "ADVERTISER") appoint and designate **Optima Public Relations LLC** (hereinafter "AGENT") as an agency of record, to supervise, recommend, order, purchase, pay for, and in all other respects contract for advertising services and schedules as it directs.

This appointment is effective until ADVERTISER or AGENT issues written notice of cancellation.

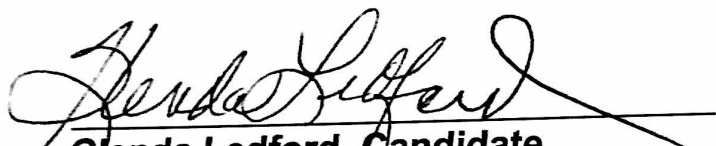
During the time that this appointment is in effect, ADVERTISER agrees that all orders placed with, or other contracts entered into between AGENT and ADVERTISER, are binding upon ADVERTISER in all respects as fully and to the same extent as if ADVERTISER had placed such order or entered into such contract directly. AGENT will secure permission/approval for all placements from ADVERTISER.

ADVERTISER accepts full responsibility for payments for any amount due and owed for advertising made on its behalf by AGENT, if AGENT isn't reimbursed.

ADVERTISER understands and agrees that collection of accounts past due may be sought directly from ADVERTISER without first talking any action against AGENT, if AGENT has not been pre-paid or reimbursed by ADVERTISER.


ADVERTISER agrees to remain fully responsible for the content of any advertisement or other announcement broadcasted or published pursuant to this appointment placed by AGENT upon ADVERTISER approval.

PRINCIPAL (ADVERTISER)


Glenda Ledford, Candidate
Ledford for Mayor (Wasilla)

Date: September 28, 2020

ADVERTISING AGENCY (AGENT)


Tom Anderson
Optima Public Relations, LLC

Date: September 28, 2020

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email: Tom@OptimaPublicRelations.com web: OptimaPublicRelations.com