

## Mainstream Media with Port Broadcasting Joint Sales Agreement

Mainstream Media to provide to Port Broadcasting:

1. Sales and marketing information reasonably needed to perform the task of selling advertising on Hot Radio Maine. This includes rate cards, sales packages, logos, and any other information helpful to sell advertising.
2. Commercial/Sponsorship creation and all radio production and scheduling of advertising on Hot Radio Maine.
3. All invoicing regarding advertising purchased on Hot Radio Maine.
4. Ability to accept payments via check, credit card or PayPal as well as an, at minimum, weekly list of paid invoices and projections.
5. A regularly updated list of Excluded Clients.
6. Timely communication regarding programming changes, opportunities, staff changes and other topics that would be consistent with communication with a sales team.
7. Confirmation of the redacted Joint Sales Agreement placed in the FCC online public file.

Port Broadcasting to provide to Mainstream Media:

1. Two or more salespeople in Maine to sell advertising on Hot Radio Maine.
2. General updates, leads and communication consistent with selling advertising on a radio station with at a minimum, weekly updates.
3. General assistance with commercial/sponsorship copy creation, client satisfaction and billing collection.
4. Attendance by the salespeople, at minimum, twice a month in the weekly Hot Radio Maine sales meeting either in person or virtually.
5. General communication regarding sick days, vacation, unavailable days, or any other topic that would be consistent with sales team communication.
6. Confirmation of the redacted Joint Sales Agreement placed in the FCC online public file.

Consideration:

Term:

The term will begin on December 1, 2023, and last for six months ending on May 31, 2024. The term will automatically extend for consecutive three-month periods unless terminated by either company with thirty day notice.

Upon termination, Mainstream Media agrees to:

1. Finalize all payments with respect to Net Receipts credited to Port Broadcasting.
2. Work in good faith to smoothly transition any client communication.

Upon termination, Port Broadcasting agrees to:

1. Work in good faith to assist in collection of any outstanding balances.
2. Work in good faith to transition any clients advertising on Hot Radio Maine to a Mainstream Media representative.
3. Delete any Mainstream Media sales and marketing materials.

Defined Terms:

Excluded Clients – Clients that are either currently advertising on Hot Radio Maine or have done so in the prior six months.

Guarantee Payment – Flat fee, unencumbered by sales activity.

Net Receipts – All money received during the Term in direct connection with Port Broadcasting related sales, less agency fees, bank fees, credit card fees, PayPal fees and the like.


Mainstream Media, LLC



Signed by: Lee L'Heureux

Date 11/20/23

Port Broadcasting

  
Signed by: Peter FALCONI  
Date: 11/21/23