

CONTRACT

WGNO-TV
1 Galleria Blvd
Suite 850
Metairie, LA 70001
(504) 525-3838

<u>Contract / Revision</u> 210604 /		<u>Alt Order #</u>
<u>Product</u> LLFC SD1 Bcast TV Media Placement		
<u>Contract Dates</u> 10/16/15 - 10/24/15		<u>Estimate #</u> 1316
<u>Advertiser</u> LLFP		<u>Original Date / Revision</u> 10/15/15 / 10/15/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGNO-TV	<u>Account Executive</u> Karl Oakley	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 13414	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Innovative Advertising LLC
4250 Hwy 22
Suite 7
Mandeville, LA 70471

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	26	10/16/15	10/24/15	Good Morning New Orleans	5a-7a		:30				NM	6	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	----1--				1	\$45.00	0.00			
Week:		10/19/15	10/25/15	11111--				5	\$45.00	0.00			
N 2	26	10/16/15	10/24/15	M-F 7a-9a	7a-9a		:30				NM	6	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	----1--				1	\$85.00	0.00			
Week:		10/19/15	10/25/15	11111--				5	\$85.00	0.00			
N 3	26	10/16/15	10/24/15	News With A Twist 6p	6p-630p		:30				NM	6	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	----1--				1	\$110.00	0.00			
Week:		10/19/15	10/25/15	11111--				5	\$110.00	0.00			
N 4	26	10/19/15	10/19/15	Monday Prime	7:00 PM-9:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	M-----				1	\$900.00	0.00			
N 5	26	10/18/15	10/18/15	Su 7a-8a	7a-8a		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	-----S				1	\$35.00	0.00			
N 6	26	10/18/15	10/18/15	Su 8a-9a	8a-9a		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	-----S				1	\$45.00	0.00			
N 7	26	10/18/15	10/18/15	Su 1a-5a	4:30 XM-5:00 XM		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	-----S				1	\$5.00	0.00			
N 8	26	10/19/15	10/22/15	M-F 405a-5a	4:30 XM-5:00 XM		:30				NM	4	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	1111---				4	\$5.00	0.00			
Totals										0.00		26	\$2,445.00

Time Period	# of Spots	Gross Amount	Net Amount
09/28/15 - 10/23/15	26	\$2,445.00	\$2,078.25
Totals	26	\$2,445.00	\$2,078.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



WGNO-TV
1 Galleria Blvd
Suite 850
Metairie, LA 70001
(504) 525-3838

<u>Contract / Revision</u>		<u>Alt Order #</u>
210604 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/15 - 10/24/15	LLFC SD1 Bcast TV Me	1316
<u>Advertiser</u>		<u>Original Date / Revision</u>
LLFP		10/15/15 / 10/15/15

Signature: _____ **Date:** _____

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Innovative Advertising, Inc.

Buy Detail Report

Revision #: Date: 10/14/2015

11:32 AM

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Vendor: WGNO-TV

1 Galleria Blvd

Suite 850

Metairie, LA 70001

Estimate: 1316

Description: LFC15 SD1 Beach TV Media Placement

Flight Start Date: 10/12/2015 05:00 AM

Flight End Date: 10/25/2015 04:59 AM

Survey: Nov15 Proj. (Nov14 HLT, Jul15 SHF)

DMA: Nielsen Live+7

Buyer: Heidi Guerra

Phone: 504-569-0805

Fax: 504-569-0951

Affiliation: ABC

Client: LLFP
 Media: TV
 Product: Political
 Market: New Orleans
 Primary Demo: Adults 25-54
 Separation between spots: 30

Line No	Daypart Program	STN Gross	STN Net	Days	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Total Spots	Adults 25-54	Adults 55+
WGNO-TV																
2	Su 8:00a-9:00a This Week-ABC News	\$40.00 45.00	\$34.00	30	0	0	0	1	0	0	0	0	0	1	0.1	1.0
22	MTuWThF 5:00a-7:00a Good Morning New Orleans	\$40.00 45.00	\$34.00	30	X	1	0	0	1	1	1	1	1	6	0.3	1.5
23	MTuWThF 7:00a-9:00a Good Morning America	\$70.00 85.00	\$58.50	30	X	1	0	0	1	1	1	1	1	6	0.5	1.3
24	MTuWThF 6:00p-6:30p NEWS WITH A TWIST 6 PM	\$100.00 110.00	\$85.00	30	X	1	0	0	1	1	1	1	1	6	0.3	1.0
25	M 7:00p-8:00p Dancing with Stars PREMIERE	\$900.00 00	\$765.00	30	0	0	0	0	1	0	0	0	0	1	7.7	5.2
26	Su 7:00a-8:00a GMA Sunday	\$35.00 45.00	\$29.75	30	0	0	0	1	0	0	0	0	0	1	0.2	0.5
America this morning																
430-5A																
S-m																
Total Spots:																
Total GRP/GIM(000):																
Total CPM/CPM:																
Total Cost:																
\$2,445.00																
\$2,078.25																

America this morning

26

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">NOLA</div>	Date: <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">10/14/15</div>
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I, Heidi Guerra
do hereby request station time concerning the following issue:

<div style="font-size: 1.2em;">Louisiana Lawsuit Fairness PAC</div>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Attached					

This broadcast time will be used by: LLFP

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

LLFP
400 Poydras St
Suite 1512 NOLA, LA 70130

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Loulan Pitre

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/14/15 Rich. Guerra 985-377-7161
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Rocky Dugle Gen
Signature Printed Name Title