

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.



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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: _____

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

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Buy Detail Report

Revision #: 10/14/2015
Date: 10/14/2015
11:32 AM

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

Estimate: 1316
Description: LLFC15 SD1 Bcast TV Media Placement
Flight Start Date: 10/12/2015 05:00 AM
Flight End Date: 10/25/2015 04:59 AM
Survey: Nov15 Pol. (Nov14 HLT, Jul15 SHF)
DMA: Nielsen Live+7

Vendor: WGNC-TV
1 Galleria Blvd
Suite 850
Metairie, LA 70001

Buyer: Heidi Guerra
Phone: 504-569-0905
Fax: 504-569-0951
Affiliation: ABC

Send Billing To: Innovative Advertising
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985-377-7161
Fax: 985-377-7118

Line No	Daypart Program	STN	Gross	STN Net	Days	Dur	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Total Spots	Adults 25-54 Rtg/CPP	Adults 55+ Rtg/CPP
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2	Su 8:00a-9:00a This Week-ABC News	WGNC-TV	\$400.00	\$34.00		30	0	0	0	1	0	0	0	0	0	1	0.1	1.0
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22	MTuWThF 5:00a-7:00a Good Morning New Orleans		\$40.00	\$34.00		30	X	1	0	0	1	1	1	1	1	6	0.3	1.5
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23	MTuWThF 7:00a-9:00a Good Morning America		\$70.00	\$58.50		30	X	1	0	0	1	1	1	1	1	6	0.6	1.3
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24	MTuWThF 6:00p-6:30p NEWS WITH A TWIST 6 PM		\$100.00	\$85.00		30	X	1	0	0	1	1	1	1	1	6	0.3	1.0
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25	M 7:00p-8:00p Dancing w/lt Stars PREMIERE		\$900.00	\$765.00		30	0	0	0	0	1	0	0	0	0	1	7.7	5.2
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26	Su 7:00a-8:00a GMA Sunday		\$35.00	\$29.75		30	0	0	0	1	0	0	0	0	0	1	0.2	0.5
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America this news
4:30-5A
S.00
Total Spots: 3 3 0 2 4 3 3 3 3
Total GRP/GIM(000): 1.1 1.1 0.0 0.3 8.8 1.1 1.1 1.1
Total CPP/CPM: 16.7 33.3
\$155.73 \$73.42
\$132.37 \$82.41

Total Cost: \$2,445.00
\$2,078.25

America this news

26
26
26
Page: 3

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <p style="text-align: center; font-size: 1.2em;">NOLA</p>	Date: <p style="text-align: center; font-size: 1.2em;">10/14/15</p>
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I, Heidi Guerra

do hereby request station time concerning the following issue:

Louisiana Lawsuit Fairness PAC

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. Guena* 985-377-7161
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected

[Signature] Rocky Dugle GM
Signature Printed Name Title