



Weekends are a great time to reach Talk Radio listeners. With special programming like Kim Komando, *Handel On the Law* with Bill Handel, *The Tech Guy* with Leo LaPorte, *At Home* with Gary Sullivan, *Gun Talk* with Tom Gresham, *Big Billy Kinder's Outdoors* and more, WNIX appeals to a more affluent, upscale audience, and listeners to talk radio tend to listen longer than typical Radio listeners. This means your advertising will reach more qualified customers who are interested in your product or service and who have the money to buy!

The **WNIX Weekend Talk** package makes it affordable to advertise every weekend. This helps increase the effectiveness of your advertising and makes it easy for your business to reach the loyal talk audience in the Delta. Participating sponsors will receive 24 30-second commercials each weekend, 12 on Saturday and 12 on Sunday. All ads will be scheduled randomly throughout the program schedule.

Sign-up long-term and receive a substantial discount:

Term	Monthly Rate
Month to Month (Non-Discounted)	\$454.00
6-Month Sponsorship (35% discount)	\$295.00
12-Month Sponsorship (50% discount)	\$227.00

Earn an additional 10% discount by signing up for automatic payment via credit card or bank draft.

All ads are broadcast on WNIX-AM 1330 and FM 101.1 in Greenville, plus FM 102.7 in Cleveland, and on our worldwide stream at wnixradio.com.

Yes, sign me up as a **WNIX Weekend Talk** sponsor, as indicated above, starting _____.

Authorized Signature

Printed Name/Title

Business Name

Date

Note: Weekend Talk sponsorships are limited to a total of 6 advertisers. Non-discounted rate is \$454.00 per month. Discounts are automatically forfeited if minimum commitment is not fulfilled. Discount may also be forfeited in the event any invoice is not paid by the due date or within any applicable grace period (typically 30 days beyond the due date). All rates net to station.

Terms: This order becomes a binding contract upon acceptance by General Manager of Station or his authorized agent. Unless agreed to by the parties, full payment is required at time of order. If credit is approved, the Station will invoice Business in accordance with Station's standard billing practice. Payment for all invoices is due and payable not later than the 15th calendar day of the month following broadcast. A \$15 Late Fee will be charged on all invoices not paid within 30-days of the due date. Thereafter, an additional \$15 Late Fee will be charged for each month the original invoice remains unpaid. Unless otherwise specified, all rates are net to station. If contract is not fulfilled, any discounts earned will be forfeited and any "added value" supplied pursuant to this agreement will be charged to Advertiser at the Station's normal advertising rate. Flat-rate packages may not be pro-rated and any cancellation must correspond to the end of a calendar month. A 10-day written notice is required for cancellation of any sponsorship. No exceptions. Any billing disputes must be submitted to station in writing within 20-days of invoice date, otherwise invoices will be considered final. A \$35 fee will be imposed for any check returned by your bank. The person signing above guarantees payment on the terms and conditions specified herein. Furthermore, Advertiser agrees to pay all costs of collection, including (but not limited to) attorney fees, court costs, and related expenses. Additionally, should Station initiate any litigation regarding the terms and conditions of this contract, including Station's right to collect on amounts owed, Advertiser shall submit to said litigation occurring in a court of competent jurisdiction within Bolivar County, Mississippi, or any other court of competent jurisdiction within the area of Station's licenses, at Station's sole discretion. No terms may be modified except by written agreement and must be approved by Station Management. The station does not discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying advertising under this sales contract for a discriminatory purpose, including but not limited to, decisions to not place advertising on particular stations on the basis of race, gender, national origin or ancestry.