



WNLA

FM 95.3 & AM 1390

Reach More People with a WNLA News Sponsorship

Radio... it's the first and foremost source of news and information for adults. As a matter-of-fact, more adults get their news from Radio than from television and newspapers combined. And WNLA keeps our listeners informed with hourly updates from ABC News, plus daily *local* news broadcasts from the Delta Radio Newsroom.

Your business can take advantage of Radio's news leadership by sponsoring the news on WNLA. Your participation as a News Sponsor will give your business a positive image as the listener will associate you with a very valuable service.

WNLA's local newscasts air hourly, 6am to 7pm weekdays. Sponsorships are available to a total of 7 advertisers. Each sponsor will receive a sponsorship "billboard" and a 30-second commercial announcement in two of the weekday newscasts. In addition, sponsors receive a 728 x 90 pixel banner ad on wnlaradio.com (\$149 value). Daily rotation of time slots within the daypart insures your commercial message of great exposure to the maximum number of listeners.

WNLA news sponsorships are the perfect way to obtain consistent image-building advertising for your business. Sponsorships are available on a first-come first-served basis. For added impact, add a WNLA Maximum Impact Plan.

Sign up long-term and receive a substantial discount:

Term	Monthly Rate
Month-to-Month TFN (\$1412 value)	\$600.00
6-Month Sponsorship (35% discount)	\$390.00
12-Month Sponsorship (50% discount)	\$300.00

Sign up for automatic payment via credit card or bank draft and receive an additional 30-second commercial announcement 7 days a week (ROS, 5am-Mid - \$210.00 value).

Yes, sign me up as a WNLA News sponsor, as indicated above, starting _____.

Authorized Signature

Printed Name/Title

Business

Date

Note: News sponsorships are limited to a total of 7 advertisers, each of whom will receive commercial ads as noted above. 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, a \$15 Late Fee will be charged in any month where any invoice remains past due. 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. All contracts over 3-months in duration are automatically renewed on a TFN (til further notice) basis, unless notice of cancellation is received at least 10-days prior to expiration of initial term. Thereafter, contracts may be cancelled as specified above. 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.