



WNLA

FM 95.3 & AM 1390

Reach More Listeners with the WNLA Trading Post Sponsorship

One of the most popular features on WNLA is the daily Trading Post program. It's where buyers and sellers meet. The Trading Post is heard at 9am each weekday morning and is available to two non-competing sponsors on an exclusive basis. By sponsoring the Trading Post on WNLA, your business will reach thousands of potential customers each day.

Your Trading Post Sponsorship includes:

- Open/Close sponsorship billboards each day during the show
- One 30-second commercial each day during the Trading Post (Mon-Fri)
- Two 30-second commercials each day (to run BTA Mon-Sun 5a-12m)
- Daily promos

Sign up long-term and receive a substantial discount:

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

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

Authorized Signature

Printed Name/Title

Business

Date

Note: The WNLA Trading Post is limited to a total of 2 sponsors, each of whom will receive commercial ads as noted above. Non-discounted rate is \$600.00 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, 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.