

1537774

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|---|-------------------|
| Station and Location: WAPT JACKSON, MS | Date: 10/20/16 |
|---|-------------------|

I, Heidi Guerra
do hereby request station time concerning the following issue:

| |
|----------------------------|
| Criminal and civil Justice |
|----------------------------|

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

This broadcast time will be used by: IMPAC

**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):

IMPAC - INNOVATIVE Advertising
4250 Hwy 22, Ste # 7
Mandeville, LA 70471

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):

Derek Easley
JERE E ~~FREY~~ FREDHEIM MD - CHAIR
ARTHUR R TRAU GOTT MD 1ST CHAIR
J REGAN THOMAS
MD - TREAS.

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)

10/12/16 Heidi Guerra 985-377-7161
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected

[Signature] Jeff Wolfe GM
Signature Printed Name Title



Buy Detail Report

153 9994

Client: IMPAC
 Media: TV
 Product: Political
 Market: Jackson, MS
 Primary Demo: Adults 35+
 Separation between spots: 30

Estimate: 1421
 Description: IMPAC16 D1 Jackson Media Buy F2
 Flight Start Date: 10/17/2016 03:00 AM
 Flight End Date: 11/13/2016 02:59 AM
 Survey: Nov16 Proj. (Nov15 HUT, Jul16 SHR)
 DMA Custom Live+1
 Buyer: Heidi Guerra

Vendor: WAPT-TV
 Affiliation: ABC

Revision #: 10/20/2016 4:13 PM
 Vendor Code: WAPT
 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 | Mon Dur | Tue | Wed | Thu | Fri | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total Spots | Adults 35+ Rtg/CPP |
|---------|--|-----------|----------|------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|---------------------------|
| 1 | WAPT-TV MTUWTHF 5:00a-6:00a 16 WAPT NEWS AT 5 AM | \$240.00 | \$204.00 | 30 | 10/24 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 6 | 3.3 \$72.73 \$61.82 |
| 2 | MTUWTHF 6:00a-7:00a 16 WAPT NEWS AT 6 AM | \$400.00 | \$340.00 | 30 | 10/24 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 6 | 6.6 \$60.61 \$51.52 |
| 3 | MTUWTHF 6:00a-7:00a 16 WAPT NEWS AT 6 AM | \$275.00 | \$233.75 | 30 | 10/24 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 6 | 6.6 \$41.67 \$35.42 |
| 4 | MTUWTHF 7:00a-9:00a GOOD MORNING AMERICA | \$225.00 | \$191.25 | 30 | 10/24 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 6 | 5.7 \$39.47 \$33.55 |
| 5 | MTUWTHF 3:00p-4:00p ELLEN | \$90.00 | \$76.50 | 30 | 10/24 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 6 | 2.5 \$36.00 \$30.60 |
| 6 | MTUWTHF 5:00p-5:30p 16 WAPT NEWS AT 5PM | \$400.00 | \$340.00 | 30 | 10/24 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 6 | 8.0 \$50.00 \$42.50 |
| 7 | MTUWTHF 5:58p-6:30p 16 WAPT NEWS AT 6PM | \$475.00 | \$403.75 | 30 | 10/24 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 6 | 8.6 \$55.23 \$46.95 |



Buy Detail Report

Client: IMPAC **Estimate:** 1421 **Vendor:** WAPT-TV **Revision #:** **Date:** 10/20/2016
Media: TV **Description:** IMPAC16 D1 Jackson Media Buy F2 **Vendor Code:** WAPT **4:13 PM**
Product: Political **Flight Start Date:** 10/17/2016 03:00 AM **Send Billing To:** Innovative Advertising
Market: Jackson, MS **Flight End Date:** 11/13/2016 02:59 AM **Suite 7**
Primary Demo: Adults 35+ **Survey:** Nov16 Proj. (Nov15 HUT, Jul16 SHR) **Mandeville, LA 70471**
Separation between spots: 30 **Buyer:** Heidi Guerra **Phone:** 985.377.7161
Fax: 985.377.7118

Affiliation: ABC

| Line No | Daypart Program | STN Gross | STN Net | Days | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total Spots | Adults 35+ | Rtg/CPP |
|---------|-----------------|-----------|---------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|------------|---------|
|---------|-----------------|-----------|---------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|------------|---------|

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|---|--|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|---------|
| 8 | WAPT-TV MTWThFSaSu 10:00p-10:35p 16 WAPT NEWS AT 10P MON-SUN | \$600.00 | \$510.00 | 30 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 6 | 8.1 | \$74.07 |
|---|--|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|---------|

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|---|---|------------|------------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|----------|
| 9 | M 7:00p-9:00p DANCING WITH THE STARS | \$1,600.00 | \$1,360.00 | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 8.9 | \$179.78 |
|---|---|------------|------------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|----------|

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|----|---|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|----------|
| 10 | Sa 11:00a-2:30p ABC COLLEGE FOOTBALL | \$350.00 | \$297.50 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2.1 | \$166.67 |
|----|---|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|----------|

| | | | | | | | | | | | | | | | | | | | | | |
|----|--|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|----------|
| 11 | Sa 2:30p-6:00p ABC COLLEGE FOOTBALL | \$350.00 | \$297.50 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1.9 | \$184.21 |
|----|--|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|----------|

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|----|---|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|----------|
| 12 | Sa 10:30p-11:05p M-SU 10P NEWS - DELAYED | \$250.00 | \$212.50 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1.6 | \$156.25 |
|----|---|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|----------|

| | | | | | | | | | | | | | | | | | | | | | |
|----|------------------------------|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|---------|
| 13 | Su 9:00a-10:00a THIS WEEK | \$150.00 | \$127.50 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 2.3 | \$65.22 |
|----|------------------------------|----------|----------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|---------|

Total Spots: 7 4 5 5 4 3 1 7 4 6 4 4 3 1 58
Total GRP/GIMP(000): 43.1 26.5 32.4 31.7 23.4 5.6 2.3 43.1 29.8 34.8 26.0 23.4 5.6 2.3 330.0
Total CPP/CPM: \$21,630.00 \$18,385.50 \$65.55 \$55.71



Buy Detail Report

Client: IMPAC

Media: TV

Product: Political

Market: Jackson, MS

Primary Demo: Adults 35+

Separation between spots: 30

Estimate: 1421

Description: IMPAC16 D1 Jackson Media Buy F2

Flight Start Date: 10/17/2016 03:00 AM

Flight End Date: 11/13/2016 02:59 AM

Survey: Nov16 Proj. (Nov15 HUT, Jul16 SHR)

Buyer: Heidi Guerra

Vendor: WAPT-TV

Vendor Code: WAPT

Revision #: Date: 10/20/2016 4:13 PM

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Affiliation: ABC

| Line No | Daypart Program | STN Gross | STN Net | Days Dur | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total Spots | Adults 35+ Rtg/CPP |
|---------|-----------------|-----------|---------|----------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|-------------|--------------------|
| | | | | | 10/24 | 10/25 | 10/26 | 10/27 | 10/28 | 10/29 | 10/30 | 10/31 | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 | | |

Signature: 

Disclaimer:
 Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



Buy Detail Report

Summary by Station/System

Date: 10/20/2016

4:13 PM

Client: IMPAC
 Media: TV
 Product: Political
 Market: Jackson, MS
 Primary Demo: Adults 35+
 Separation between spots: 30

Estimate: 1421
 Description: IMPAC16 D1 Jackson Media Buy F2
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 DMA Custom Live+1
 Buyer: Heidi Guerra

Send Billing To: Innovative Advertising

4250 Hwy 22
 Suite 7
 Mandeville, LA 70471
 Phone: 985.377.7161
 Fax: 985.377.7118

| Station | Total Spots | STN Gross | PCT | STN Net | PCT | STN GR CPP | Adults 35+ STN NET CPP | GRP | PCT | Reach Pct / Freq |
|----------------------|-------------|--------------------|------|--------------------|------|----------------|------------------------|--------------|------|------------------|
| WAPT-TV | 58 | \$21,630.00 | 100% | \$18,385.50 | 100% | \$65.55 | \$55.71 | 330.0 | 100% | |
| Market Total: | 58 | \$21,630.00 | | \$18,385.50 | | \$65.55 | \$55.71 | 330.0 | | |