

**Gold Plan-WRLU 104.1 FM  
Proposal/Agreement**

...affordable for the smallest to largest client...delivers total cumulative audience of station  
...FREE ads if station inventory not sold out and 120 :30 second ads to run in 5 days at no  
charge to start schedule...a guarantee for clients running long-term schedules of 4 per day or  
more.

Payment must be assured by automatic bank debit or prewritten checks dated the last day of each  
month.

The BEST Plan: 8 ads per day at \$7.50 each for a weekly investment of \$420

The BETTER Plan: 6 ads per day at \$7.50 each for a weekly investment of \$315

The GOOD Plan: 4 ads per day at \$7.50 each for a weekly investment of \$210

*A 4% government regulation fee is applied to all invoices.*

Accepted by: \_\_\_\_\_ Start Date: \_\_\_\_\_

Business: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Payment must be assured by automatic bank debit or prewritten checks dated the last day of each  
month.

( ) I agree to pay with an automatic bank debit from my account on the last business day of each month  
for the following month of advertising.

**Door County Daily News.com Sales Representative:** \_\_\_\_\_

*NONDISCRIMINATION POLICY: Nicolet Broadcasting, Inc. and its stations/websites do not discriminate in advertising contract on the basis of  
race or ethnicity. Any provision in any order or agreement for advertising or services that purports to discriminate on the basis of race, gender,  
even if handwritten, typed, or otherwise made a part of this particular contract, is hereby rejected. Nicolet broadcasting, Inc. is an equal  
opportunity employer.*

This is an annual agreement that can be cancelled at any time with payment of a rate adjustment based on actual  
number of ads run on the rate card in effect at the time of this agreement.

The current rate card is on the opposite side of this agreement.