



# RJ · LAUREN

Marketing & Business Development

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## MEDIA PURCHASE CONTRACT

Reference #: C-02-07-05-2

Client: PartyPop

Spot Title and #: TBD

Contact: Bob Haukoos (ext. 104)

	MARKET	NETWORK	PROGRAM	DAYPART	HH or Rating*	DATES	SU	M	T	W	TH	FR	SA	:10/:30	#SPOTS PER WEEK	SPOT COST	# OF WEEKS	TOTAL	
1	National	Food	Daytime	0930-1500	242,000	2/28/05-3/13/05		x	x	x	x	x		:30	15	\$ 1,060.00	1	\$ 15,900.00	
2	National	Food	Early Fringe	1500-1800	457,000	2/28/05-3/13/05		x	x	x	x	x		:30	10	\$ 2,648.00	1	\$ 26,480.00	
3	National	Food	Prime Access	1800-2000	588,000	2/28/05-3/13/05		x	x	x	x	x		:30	10	\$ 4,446.00	1	\$ 44,460.00	
4	National	Food	Prime Mirror	2000-2400*	805,000	3/12/05-3/13/05	x						x	:30	10	\$ 5,895.00	1	\$ 58,950.00	
5	National	Food	Wedding Weekend	0700-2000	553,000	3/12/05-3/13/05	x						x	:30	20	\$ 4,504.00	1	\$ 90,080.00	
6																		\$ -	
7																		\$ -	
8																		\$ -	
9																		\$ -	
10																		\$ -	
11																		\$ -	
12																		\$ -	
13																		\$ -	
14																		\$ -	
15																		\$ -	
16																		\$ -	
17																		\$ -	
18																		\$ -	
19																		\$ -	
20																		\$ -	
															<b>TOTAL SPOTS</b>	<b>65</b>		<b>TOTAL</b>	<b>\$ 235,870.00</b>
																	<b>Amount Due</b>	<b>\$ 235,870.00</b>	

**SPECIAL INSTRUCTIONS:** Availability cannot be guaranteed until a contract is signed, countersigned and advance deposit is received. Delayed payments may result in automatic cancellation of all contracts and media schedule without notice at the discretion of the media supplier or the Agency. Client agrees to hold Agency harmless from any cancellations, availability changes, or price increases imposed by media suppliers that are beyond the Agency's control.

\* Prime mirror programming repeats starting at 2400.

AGENCY  
RJ LAUREN, Inc.

Signature/Date

CLIENT  
PartyPop

Signature/Date