

RECIPROCAL TRADE AGREEMENT CONTRACT

This Agreement is between: \_\_\_\_\_ Date \_\_\_\_\_

Station: \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

and

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Contact: \_\_\_\_\_

[Station] agrees to furnish to \_\_\_\_\_ \$  
in Broadcast time (subject to station policy) to be entirely  
run between \_\_\_\_\_ and \_\_\_\_\_. Minimum  
to be run each month is \_\_\_\_\_; maximum to be run each  
month is \_\_\_\_\_. Broadcast time will be charged at  
\_\_\_\_\_ on Rate Card in effect when broadcast time is run,  
and will be non-commissionable. Broadcast time accepted  
under this Agreement is pre-emptible, without notice.

[Company] agrees to furnish to \_\_\_\_\_ \$ \_\_\_\_\_ in materials  
or services as follows: [specify].  
Value received in material or services will be determined by  
\_\_\_\_\_.

Each Party to this Agreement shall render to the other a  
monthly Memo Invoice which will itemize time, material or  
services used by the other Party. Failure to do so will  
constitute failure to perform.

Buyer agrees that his purchase, and if permitted by this  
contract, resale or assignment of the rights to broadcast  
time purchased under this contract, is subject to the  
station's right to pre-empt such time when the station  
determines, in its absolute discretion, that each  
pre-emption is necessary in order to fulfill its obligations  
as a licensee under the Communications Act of 1934, as  
amended; perform promises as to public service or  
non-commercial broadcasting in accordance with undertakings  
made by the station to Federal Communications Commission;  
or substitute broadcast matter of National or Local  
importance in the public interest. The station further  
reserves the right to pre-empt time purchased under this  
contract for any other reason, in its absolute discretion.

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Buyer agrees that any time re-sold or assigned by it to advertisers, if permitted in this contract, will be resold:

- (a) On terms prohibiting further sale or assignment of the time, and
- (b) Only after written notification to such advertisers that all sponsors, products or advertising copy submitted for broadcast by the station are subject to approval or rejection by the station, in its absolute discretion, and advertising time may be pre-empted when the station determines, in its absolute discretion, that such pre-emption is necessary.

By \_\_\_\_\_

By \_\_\_\_\_