

**WHKY-Radio and WHKY-Television**  
**APPLICATION FOR CREDIT**  
 (Processing can take up to five business days)

**BUSINESS NAME** Formal or Legal \_\_\_\_\_

**OTHER BUSINESS OR TRADE NAME(S) USED:** \_\_\_\_\_

**BUSINESS ADDRESS** \_\_\_\_\_  
 (Street) (City) (State) (Zip)

**TELEPHONE** ( ) \_\_\_\_\_ **FAX** ( ) \_\_\_\_\_

**DATE FIRM ESTABLISHED:** \_\_\_\_\_ **BRIEF DESCRIPTION OF INDUSTRY:** \_\_\_\_\_

**ANNUAL SALES \$** \_\_\_\_\_ **NUMBER OF FULL TIME EMPLOYEES:** \_\_\_\_\_ **PUBLIC COMPANY: YES NO**

**APPLICANT IS A** (circle one): Advertising Agency House Agency Buying Service Advertiser

If Advertising Agency or Buying Service, list three current clients:

\_\_\_\_\_

**ESTIMATED MONTHLY ADVERTISING EXPENDITURE: \$** \_\_\_\_\_

**CHECK TYPE OF BUSINESS ENTITY** \_\_\_\_\_ **FEDERAL I.D NUMBER:** \_\_\_\_\_

- PROPRIETORSHIP** (Give legal Name of Proprietor, Resident Address, Resident Telephone#, Social Security #)
- PARTNERSHIP** (Give the Full Name(s), Address (es), and Social Security #'s of all General and Non-Limited Partners)
- CORPORATION** (Give names, addresses, and telephone numbers of officers)
- LIMITED LIABILITY COMPANY** (List members and telephone numbers of management committee or sole manager if no committee)

	NAME & TITLE	RESIDENCE STREET	CITY	STATE	TELEPHONE	SSN
1.	_____	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____	_____

**BANK REFERENCE**

**PRIMARY BANK NAME:** \_\_\_\_\_ **CONTACT:** \_\_\_\_\_

**STREET ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **TELEPHONE:** \_\_\_\_\_

**CHECKING ACCT. #** \_\_\_\_\_ **SAVINGS ACCT. #** \_\_\_\_\_ **LOAN ACCT. #** \_\_\_\_\_

**CHECKING ACCT. #** \_\_\_\_\_ **SAVINGS ACCT. #** \_\_\_\_\_ **LOAN ACCT. #** \_\_\_\_\_

**CREDIT REFERENCES (PREFERABLY MEDIA)**

	NAME	CITY	STATE	TELEPHONE NO.	DATE OF PURCHASE
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____
5.	_____	_____	_____	_____	_____

## TERMS AND CONDITIONS OF CREDIT SALES

IN CONSIDERATION of the providing of advertising services, productions services, or related services by WHKY-Radio and WHKY-Television (the "Media Provider") now and/or the future, the undersigned Applicant (the "Applicant") agrees and shall be governed by the following:

Applicant acknowledges that services from Media Provider may be purchased by Applicant on behalf of an advertiser if Applicant is an agency, and such services may be purchased from Media Provider on behalf of Applicant through the efforts of an advertising agency or other service entity if Applicant is an advertiser; for purposes hereof, the advertiser, advertising agency, or other service entity on behalf of which or through which Media Provider provides services shall be known as "Third Parties".

Whether sums are due under contract or open account, it is understood that all invoices are due upon receipt and are considered delinquent if not paid within fifteen (15) days from the date of invoice. Should timely payments not be made as stated, Applicant agrees to pay all collection agency fees and expenses, and other costs of collection, including reasonable attorney fees and court costs which may be incurred by Media Provider in pursuing and collecting payment. The liability of Applicant shall be joint and several with Third Parties.

Any dispute by Applicant with any telecast, commercial announcements, and services provided by Media Provider or the amount charged for the same shall be reported to Media Provider in writing within thirty (30) days from the date of invoice relating to the same, time being of the essence (but any such dispute shall not affect Applicant's obligation to make payment within 15 days as set forth above). Failure to report any such dispute within such time shall constitute a waiver of any claim by Applicant with respect to such dispute.

The terms and conditions outlined herein shall govern and control all future services which may be provided by Media Provider from time to time for the Applicant. The party executing this agreement on behalf of Applicant acknowledges that it has the authority to do so and that by its execution it has caused Applicant and Third Parties to be jointly and severally bound by the terms hereof.

Applicant represents Third Parties will immediately be notified of the terms hereof. If credit is approved, Media Provider reserves the right to cancel credit at any time with or without notice for whatever reason.

Notwithstanding to whom bills are rendered Applicant and Third Parties shall remain jointly and severally obligated to pay to Media Provider the amount of any bills rendered by Media Provider within the time specified and until payment in full is received by Media Provider. Payment by Applicant to Third Parties or by Third Parties to Applicant shall not constitute payment to Media Provider.

Applicant understands that should Applicant place advertising through an advertising agency (or other Third Parties) that Applicant will continue to be responsible to Media Provider for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant acknowledges its joint and several liability for the payment of such advertising under the terms set forth herein above.

If Applicant is an advertiser, all agencies which place advertising buy orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant; without limiting the generality of the foregoing, the following agencies are expressly included among the group of agencies which are authorized to place advertising buy orders on behalf of and as authorized agent for Applicant.

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Applicant certifies that all statements and information included in this application (including all financial statements and attachments) are true, correct, and complete and are made for the purpose of obtaining credit and that all officers, owners, or employees are authorized to purchase advertising. Media Provider is hereby authorized to verify any and all statements through any source available to them.

**COMPANY:** \_\_\_\_\_

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_

**DATE:** \_\_\_\_\_