

Obama for America Billing Process



1. All OFA approved publishers have agreed to a 50% pre-pay payment policy. Your site(s) have requested special terms and are requiring 100% pre-pay for OFA campaigns.
2. Centro will be managing the payment process, and will assume responsibility for paying your site for all OFA buys ran through Centro.

All OFA approved publishers have agreed to a 50% pre-pay payment policy. Your site(s) have requested special terms and are requiring 100% pre-pay for OFA campaigns.

In order for Centro make this exception, your site(s) will need to agree to the payment process as follows:

1. Centro will assume liability for OFA buys executed through Centro
2. Centro will pre-pay 100% of the campaign budget upon publisher approval of the insertion order
3. Centro will utilize third party reported delivery data and will email your team a performance report upon campaign launch. Additional reporting will be provided if the campaign is pacing to deliver under 100%, or pacing to deliver over 120% of the booked impressions.
4. 10 days from campaign end date, Centro will provide a delivery report to your site. The delivery report will include impressions and dollars delivered from campaign launch thru campaign completion. Any credit owed due to campaign optimizations, under-delivery and cancellations will be clearly detailed in this final delivery report.
5. Finally, *within 24 hours of receipt of Centro's final delivery report*, your team will issue a check for any credit due, if applicable

In order to be included on OFA campaigns, you will need to sign and return a copy of this letter by EOD, Tuesday, June 5th.

Thank you for being a valued partner!

Sincerely,

Jessica M. Soldner
Director, Publisher relations

Name & Title

Company

Date

Michelle Campbell
Special Projects Dir
LIN Media
6/5/12

Vendor Set-Up Form



| | |
|--|--|
| Website Address | see our website for all URL's: www.linmedia.com/our-brands/ |
| Payee Name | LIN Media |
| Payment Remittance Address | 1950 N. Meridian Street Indianapolis, IN 46202 |
| Phone Number | 317-956-8892 |
| Primary Contact Name | Janna Downer |
| Contact E-mail Address | janna.downer@linmedia.com |
| ACH Information | |
| Account Name | LIN Media |
| Bank Name | Bank of America |
| Bank Address | 101 S. Tryon Street Charlotte, NC 28235 |
| Bank Routing Number | 1110000112 |
| Account Number | 3756246908 |
| Account Type | Money Market Checking |
| E-mail address for ACH confirmation to be sent | janna.downer@linmedia.com |

By providing ACH information, I hereby authorize Centro Media, LLC to initiate deposit entries to the ~~checking/saving account~~ indicated above.

This authority is to remain in full force and effect until Centro Media, LLC has received written notification from the vendor of its termination, in such time and in such manner as to afford the company a reasonable opportunity to act on.

Please contact AP@Centro.net for any additional questions.