RADIO ADVERTISING EXCHANGE AGREEMENT
between

(hereinafter referred to as Radio Station)
and
The Great Passion Play™

The Great Passion Play™ agrees to exchange twenty-five (25) Adult ticket vouchers (1 voucher for 2 adult tickets=**50 TICKETS TOTAL valued at $37.45 per ticket**) for $1,872.50 of advertising exchange value on the Radio Station. The advertisements will be aired by the Station at its regularly published advertising rates for non-profit organizations and paid for by The Great Passion Play with the advertising exchange value. The station will return their rate schedule with the signed agreement.

Definitions
An **Adult Ticket Voucher** entitles the Bearer to exchange the voucher for 2 adult tickets to The Great Passion Play Performance. (no cash value)
Advertisements are to be aired on Mondays through Sundays between 7:00 AM and 7:00 PM.

Production
Advertisements will be 30 seconds in length and will be provided by The Great Passion Play on the website (under the More tab, see Media Resources) for the radio station to download, and will be aired by the Radio station.

Airing and Reporting with monthly reports of advertisement airings and to email or fax report to greatpassionplay@live.com or fax to 479-253-8261.

Use and Term
Station agrees to use the Certificates for complimentary give-away promotional purposes and not to sell the Certificates by any means or method. Promotional uses would include, but not necessarily be limited to, Give-Away Contests, and/or promotions to increase listeners, Loyal Listener Awards, Employee Awards, local philanthropic support gifts, Advertiser Bonus Gifts, and Sales Incentives.—The vouchers have no cash value and cannot be redeemed at The Great Passion Play boxoffice for cash. The vouchers have an expiration date which will be strictly enforced.

The Great Passion Play
P.O. Box 471
Eureka Springs, AR 72632
479-253-8559
Email: greatpassionplay@live.com
Fax: 479-253-8261

Signature: Kent Butler

Name Kent Butler

Title Director of Operations

Date 2026 Season

Radio Station _____

Address _____

City-State-Zip _____

E-mail _____

Telephone # _____

Fax # _____

Signature _____

Name _____

Title _____

Date _____