



**KFSM-TV**  
**318 North 13th Street**  
**Ft Smith, AR 72901**  
**(479) 783-3131**

# CONTRACT

<u>Contract / Revision</u> 398612 /		<u>Alt Order #</u> 08422242
<u>Product</u> <b>BOOZEMAN 10/21</b>		
<u>Contract Dates</u> <b>10/21/16 - 10/23/16</b>		<u>Estimate #</u> <b>4911</b>
<u>Advertiser</u> <b>Boozman J/R/Senate AR</b>		<u>Original Date / Revision</u> 10/20/16 / 10/20/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KFSM-TV</b>	<u>Account Executive</u> Wesley Uhl	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 164.80
<u>IDB#</u>	<u>Advertiser Code</u> 1136	<u>Product Code</u> 1748
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Placement**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	All	10/21/16	10/21/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$65.00	2.50			
N 2	All	10/21/16	10/21/16	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$450.00	9.80			
N 3	All	10/21/16	10/21/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$100.00	4.40			
N 4	All	10/21/16	10/21/16	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$60.00	3.80			
N 5	All	10/21/16	10/21/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$100.00	2.70			
N 6	All	10/21/16	10/21/16	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$125.00	8.00			
N 7	All	10/21/16	10/21/16	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$125.00	7.80			
N 8	All	10/21/16	10/21/16	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$320.00	14.10			
N 9	All	10/21/16	10/21/16	M-F 5a-6a	5:00 AM-6:00 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$65.00	4.10			
N 10	All	10/21/16	10/21/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$375.00	14.20			
N 11	All	10/21/16	10/21/16	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$200.00	7.10			
N 12	All	10/21/16	10/21/16	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$85.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



**KFSM-TV**  
**318 North 13th Street**  
**Ft Smith, AR 72901**  
**(479) 783-3131**

<u>Contract / Revision</u> 398612 /		<u>Alt Order #</u> 08422242
<u>Contract Dates</u> 10/21/16 - 10/23/16	<u>Product</u> BOOZEMAN 10/21	<u>Estimate #</u> 4911
<u>Advertiser</u> Boozman J/R/Senate AR		<u>Original Date / Revision</u> 10/20/16 / 10/20/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$85.00	5.60			
N 13	All	10/22/16	10/22/16	Sa 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$250.00	4.50			
N 14	All	10/22/16	10/22/16	College Football Pre Gm	2:00 PM-2:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$350.00	0.90			
N 15	All	10/22/16	10/22/16	College Football Reg Ssn	2:30 PM-6:00 PM		:30				NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$1,750.00	9.70			
N 16	All	10/22/16	10/22/16	Sa 5a-7a	5:00 AM-7:00 AM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$25.00	2.40			
N 17	All	10/22/16	10/22/16	Sa 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$150.00	8.40			
N 18	All	10/22/16	10/22/16	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$150.00	11.10			
N 19	All	10/22/16	10/22/16	Sa 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$60.00	2.30			
N 20	All	10/23/16	10/23/16	Su 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$250.00	7.20			
N 21	All	10/23/16	10/23/16	Su 1035p-1105p	10:35 PM-11:05 PM		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$85.00	4.70			
N 22	All	10/23/16	10/23/16	NFL Reg Ssn Early Gm	12:00 PM-3:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$1,000.00	4.10			
N 23	All	10/23/16	10/23/16	NFL Reg Ssn Late Gm	3:25 PM-6:30 PM		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$1,250.00	9.10			
N 24	All	10/23/16	10/23/16	Su 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$150.00	8.20			
N 25	All	10/23/16	10/23/16	Su 6a-8a	6:00 AM-8:00 AM		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$35.00	3.60			
N 26	All	10/23/16	10/23/16	Su 8a-930a	8:00 AM-9:30 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$150.00	4.50			
<b>Totals</b>										164.80		26	\$7,725.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/23/16	26	\$7,725.00	\$6,566.25
<b>Totals</b>	26	\$7,725.00	\$6,566.25

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



**KFSM-TV**  
**318 North 13th Street**  
**Ft Smith, AR 72901**  
**(479) 783-3131**

<u>Contract / Revision</u>	<u>Alt Order #</u>
398612 /	08422242

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
<b>10/21/16 - 10/23/16</b>	BOOZEMAN 10/21	<b>4911</b>

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>Boozman J/R/Senate AR</b>	10/20/16 / 10/20/16

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



