

CONTRACT



KFSM-TV
P.O. Box 369
Fort Smith, AR 72902
(479)783-3131

www.5newsonline.com

And:

Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 20120

<u>Contract / Revision</u> 735955 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 05/13/14 - 05/19/14		<u>Estimate #</u>
<u>Advertiser</u> Ross/D/Governor		<u>Original Date / Revision</u> 05/09/14 / 05/09/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFSM	<u>Account Executive</u> Local KFSM 2 House	<u>Sales Office</u> Fort Smith, AR
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	All	05/13/14	05/19/14	5 News at 6am	6-7a		:30				NM	5	\$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:	05/12/14	05/18/14	-1111--				4	\$350.00	0.00			
	Week:	05/19/14	05/25/14	1-----				1	\$350.00	0.00			
N 2	All	05/13/14	05/19/14	Early Show	7-9a		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/12/14	05/18/14	-1111--				4	\$150.00	0.00			
	Week:	05/19/14	05/25/14	1-----				1	\$150.00	0.00			
N 3	All	05/13/14	05/19/14	5 News at Noon	12n-1230p		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/12/14	05/18/14	--1-1--				2	\$150.00	0.00			
	Week:	05/19/14	05/25/14	1-----				1	\$150.00	0.00			
N 4	All	05/13/14	05/19/14	Dr Phil	3-4p		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/12/14	05/18/14	-1-1---				2	\$75.00	0.00			
	Week:	05/19/14	05/25/14	-----				0	\$150.00	0.00			
N 5	All	05/13/14	05/19/14	Inside Edition	4-430pm		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/12/14	05/18/14	--1-1--				2	\$75.00	0.00			
	Week:	05/19/14	05/25/14	1-----				1	\$75.00	0.00			
N 6	All	05/13/14	05/19/14	Jeopardy	430-5p		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/12/14	05/18/14	-1-1---				2	\$150.00	0.00			
	Week:	05/19/14	05/25/14	-----				0	\$75.00	0.00			
N 7	All	05/13/14	05/19/14	5 News at 5p	5-530p		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/12/14	05/18/14	-1111--				4	\$450.00	0.00			
	Week:	05/19/14	05/25/14	1-----				1	\$450.00	0.00			
N 8	All	05/13/14	05/19/14	5 News at 6p	6-630p		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/12/14	05/18/14	-1111--				4	\$600.00	0.00			
	Week:	05/19/14	05/25/14	1-----				1	\$600.00	0.00			
N 9	All	05/13/14	05/19/14	Wheel of Fortune	630-7pm		:30				NM	3	\$1,800.00

(* 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. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u> 735955 /		<u>Alt Order #</u>
<u>Contract Dates</u> 05/13/14 - 05/19/14	<u>Product</u>	<u>Estimate #</u>
<u>Advertiser</u> Ross/D/Governor		<u>Original Date / Revision</u> 05/09/14 / 05/09/14

*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:		05/12/14	05/18/14	--1-1--				2	\$600.00	0.00			
Week:		05/19/14	05/25/14	1-----				1	\$600.00	0.00			
N 10	All	05/13/14	05/19/14	Tuesday Prime	9-10p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/12/14	05/18/14	-1-----				1	\$700.00	0.00			
Week:		05/19/14	05/25/14	-----				0	\$600.00	0.00			
N 11	All	05/13/14	05/19/14	Various	8-9p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/12/14	05/18/14	-----1				1	\$650.00	0.00			
Week:		05/19/14	05/25/14	-----				0	\$600.00	0.00			
N 12	All	05/13/14	05/19/14	Late News (M-F)	10-1035p		:30				NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/12/14	05/18/14	-1111--				4	\$650.00	0.00			
Week:		05/19/14	05/25/14	1-----				1	\$650.00	0.00			
N 13	All	05/13/14	05/19/14	Late Night with David Letterman	1035-1137p		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/12/14	05/18/14	---1---				1	\$125.00	0.00			
Week:		05/19/14	05/25/14	1-----				1	\$125.00	0.00			
Totals										0.00		42	\$15,525.00

Time Period	# of Spots	Gross Amount	Net Amount
04/28/14 - 05/19/14	42	\$15,525.00	\$13,196.25
Totals	42	\$15,525.00	\$13,196.25

Signature: _____ **Date:** _____

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Buy Detail Report

Revision #: Date: 5/9/2014

Client: Ross for Governor **Estimate:** 414 **Vendor:** KFSM-TV
Media: TV **Description:** Ross for Governor 5/13-20/2014 TV **4201 N. Shiloh Drive, Suite 169**
Product: Primary **Flight Start Date:** 5/13/2014 **05:00 AM**
Market: Ft. Smith, AR **Flight End Date:** 5/20/2014 **11:35 PM** **Fayetteville, AR 72703**
Separation between spots: 30 **Survey:** Nov13 DMA Nielsen Live+1
Buyer: Caroline Bahng **Phone:** 479-521-1330
Phone: 479-521-1330 **Fax:** 479-521-6579
Affiliation: CBS **Send Billing To:** Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030
Phone: 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 5/13	Wed 5/14	Thu 5/15	Fri 5/16	Sun 5/18	Mon 5/19	Total Spots
KFSM-TV											
1	MTuWThF 6:00a-7:00a KFSM 6a News	EM	\$350.00	30	1	1	1	1		1	5
	Sold Out: Lowest Rate to Clear per KFSM										
2	MTuWThF 7:00a-9:00a CBS This Morning	EM	\$150.00	30	1	1	1	1		1	5
	Sold Out: Lowest Rate to Clear per KFSM										
3	MTuWThF 12:00p-12:30p KFSM Noon News	DT	\$150.00	30		1		1		1	3
	Sold Out: Lowest Rate to Clear per KFSM										
4	MTuWThF 3:00p-4:00p Dr. Phil	EF	\$75.00	30	1		1				2
	Sold Out: Lowest Rate to Clear per KFSM										
5	MTuWThF 4:00p-4:30p Inside Edition	EF	\$75.00	30		1		1		1	3
	Sold Out: Lowest Rate to Clear per KFSM										
6	MTuWThF 4:30p-5:00p Jeopardy	EF	\$150.00	30	1		1				2
	Sold Out: Lowest Rate to Clear per KFSM										
7	MTuWThF 5:00p-5:30p KFSM 5p News	EN	\$450.00	30	1	1	1	1		1	5
	Sold Out: Lowest Rate to Clear per KFSM										
8	MTuWThF 6:00p-6:30p KFSM 6p News	EN	\$600.00	30	1	1	1	1		1	5
	Sold Out: Lowest Rate to Clear per KFSM										
9	MTuWThF 6:30p-7:00p Wheel of Fortune	PA	\$600.00	30		1		1		1	3
	Sold Out: Lowest Rate to Clear per KFSM										
10	Tu 9:00p-10:00p Person Interest	PT	\$700.00	30	1						1
	Sold Out: Lowest Rate to Clear per KFSM										

Buy Detail Report

Revision #: Date: 5/9/2014

Client: Ross for Governor	Estimate: 414	Vendor: KFSM-TV	Send Billing To: Screen Strategies Media
Media: TV	Description: Ross for Governor 5/13-20/2014 TV	4201 N. Shiloh Drive, Suite 169	11150 Fairfax Blvd
Product: Primary	Flight Start Date: 5/13/2014 05:00 AM		Suite 505
Market: Ft. Smith, AR	Flight End Date: 5/20/2014 11:35 PM	Fayetteville, AR 72703	Fairfax, VA 22030
	Survey: Nov13 DMA Nielsen Live+1		Phone: 703-272-7300
Separation between spots: 30	Buyer: Caroline Bahng	Phone: 479-521-1330	
		Fax: 479-521-6579	

Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri	Sun	Mon	Total Spots
KFSM-TV											
11	Su 8:00p-9:00p The Good Wife	PT	\$650.00	30					1		1
	Sold Out: Lowest Rate to Clear per KFSM										
12	MTuWThF 10:00p-10:35p KFSM 10p News	LN	\$650.00	30	1	1	1	1		1	5
	Sold Out: Lowest Rate to Clear per KFSM										
13	MTuWThF 10:35p-11:35p Letterman	LF	\$125.00	30			1			1	2
	Sold Out: Lowest Rate to Clear per KFSM										
Total Cost:					8	8	8	8	1	9	42
					8	8	8	8	1	9	42
											42

Signature: _____

Disclaimer:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KFSM-TV

Date: 5/9/2014

I, Screen Strategies Media,

being/on behalf of: Mike Ross,

a legally qualified candidate of the Democratic

political party for the office of: _____

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$13,196.25

I represent that the payment for the above described broadcast time has been furnished by:

Mike Ross for Governor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

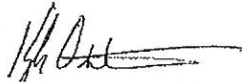
Dustin Smith

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/9/2014



Date

Signature

To Be Signed By Station Representative

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title