

# CONTRACT



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

www.5newsline.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
	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
	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
	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
	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
	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
	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
	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>
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<u>Contract Dates</u> 05/13/14 - 05/19/14	<u>Product</u>	<u>Estimate #</u>
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<u>Advertiser</u> Ross/D/Governor	<u>Original Date / Revision</u> 05/09/14 / 05/09/14
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*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			
<b>Totals</b>										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
<b>Totals</b>	42	\$15,525.00	\$13,196.25

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

# Buy Detail Report

Revision #:      Date: 5/9/2014

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

**Affiliation:** CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Tue 5/13	Wed 5/14	Thu 5/15	Fri 5/16	Sun 5/18	Mon 5/19	Total Spots
<b>KFSM-TV</b>											
1	MTuWThF 6:00a-7:00a KFSM 6a News	EM	\$350.00	30	1	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	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	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	1	1	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	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	1	1	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	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	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	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	1	1	1	1	1
Sold Out: Lowest Rate to Clear per KFSM											

# Buy Detail Report

Revision #: \_\_\_\_\_

Date: 5/9/2014

Client: Ross for Governor  
 Media: TV  
 Product: Primary  
 Market: Ft. Smith, AR

Estimate: 414  
 Description: Ross for Governor 5/13-20/2014 TV  
 Flight Start Date: 5/13/2014 05:00 AM  
 Flight End Date: 5/20/2014 11:35 PM  
 Survey: Nov/13 DMA Nielsen Live+1  
 Buyer: Caroline Bahng

Vendor: KFSM-TV  
 4201 N. Shiloh Drive, Suite 169  
 Fayetteville, AR 72703

Send Billing To: Screen Strategies Media  
 11150 Fairfax Blvd  
 Suite 505  
 Fairfax, VA 22030  
 Phone: 703-272-7300

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	
				Dur	5/13	5/14	5/15	5/16	5/18	5/19		
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											
	<b>Total Cost:</b>		\$15,525.00		<b>Total Spots:</b>	8	8	8	8	1	9	42
												42

Disclaimer:

Signature: \_\_\_\_\_

## 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**

<b>Station and Location:</b> KFSM-TV	<b>Date:</b> 5/9/2014
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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:

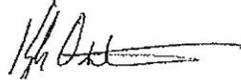
Dustin Smith

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**