



KFSM-TV

P.O. Box 369

Fort Smith, AR 72902

(479)783-3131

www.5newsonline.com

And:

National Media Research Planning & Placement
Attention: Ben Angle
815 Slaters Lane
Alexandria, VA 22314

CONTRACT

Contract / Revision		Alt Order #
775223 /		07306546
Product		
GRIFFIN LT GOV 10/7		
Contract Dates	Estimate #	
10/07/14 - 10/13/14	5041	
Advertiser		Original Date / Revision
Griffin/T/R/Lt Gov		10/06/14 / 10/06/14
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KFSM	Cheryl Blair	Washington, D.C.
Special Handling		
Demographic		
Adults 35+		
		Total Ratings
		229.30
IDB#	Advertiser Code	Product Code
8380	349	631
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	All	10/10/14	10/10/14	5 News at 10p	10-1035p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	----1--				1	\$850.00	8.50			
N 2	All	10/10/14	10/10/14	5 News at 5p	5-530p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	----1--				1	\$550.00	13.70			
N 3	All	10/13/14	10/13/14	5 News at 10p	10-1035p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----				1	\$850.00	8.50			
N 4	All	10/13/14	10/13/14	5 News @ 5am	5-6a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----				1	\$175.00	3.80			
N 5	All	10/13/14	10/13/14	5 News at 6p	6-630p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----				1	\$800.00	13.00			
N 6	All	10/13/14	10/13/14	5 News at 6am	6-7a		: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:		10/13/14	10/19/14	1-----				1	\$450.00	7.60			
N 7	All	10/13/14	10/13/14	Wheel of Fortune	630-7pm		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----				1	\$950.00	14.60			
N 8	All	10/11/14	10/11/14	5 News at 10p	10-1035p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----1-				1	\$550.00	8.50			
N 9	All	10/11/14	10/11/14	NCAA Football	230-6p		:30				NM	1	\$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:		10/06/14	10/12/14	-----1-				1	\$1,100.00	5.50			
N 10	All	10/11/14	10/11/14	Various	6-630p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----1-				1	\$325.00	6.00			
N 11	All	10/11/14	10/11/14	Various	Sa 7-9a		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----1-				1	\$115.00	3.20			

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

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Contract / Revision		Alt Order #
775223 /		07306546
Contract Dates	Product	Estimate #
10/07/14 - 10/13/14	GRIFFIN LT GOV 10/7	5041
Advertiser		Original Date / Revision
Griffin/T/R/Lt Gov		10/06/14 / 10/06/14

*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>				
N 12	All	10/11/14	10/11/14	Saturday Prime	8-9p		:30				NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	-----1-				1	\$400.00	3.40				
N 13	All	10/12/14	10/12/14	5 News at 10p Sponsor	10-1035p		:30				NM	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:		10/06/14	10/12/14	-----1				1	\$750.00	8.40				
N 14	All	10/12/14	10/12/14	CBS Sunday Morning	8-930a		: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:		10/06/14	10/12/14	-----1				1	\$375.00	6.70				
N 15	All	10/12/14	10/12/14	Various	8-9p		: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:		10/06/14	10/12/14	-----1				1	\$1,000.00	7.70				
N 16	All	10/12/14	10/12/14	Face the Nation	930-1030a		: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:		10/06/14	10/12/14	-----1				1	\$150.00	2.80				
N 17	All	10/09/14	10/09/14	5 News at 10p	10-1035p		:30				NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	---1---				1	\$850.00	8.50				
N 18	All	10/09/14	10/09/14	5 News @ 5am	5-6a		:30				NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	---1---				1	\$175.00	3.80				
N 19	All	10/09/14	10/09/14	5 News at 6p	6-630p		:30				NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	---1---				1	\$800.00	13.00				
N 20	All	10/09/14	10/09/14	5 News at 6am	6-7a		: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:		10/06/14	10/12/14	---1---				1	\$450.00	7.60				
N 21	All	10/09/14	10/09/14	Wheel of Fortune	630-7pm		:30				NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	---1---				1	\$950.00	14.60				
N 22	All	10/07/14	10/07/14	5 News at 10p	10-1035p		:30				NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	-1-----				1	\$850.00	8.50				
N 23	All	10/07/14	10/07/14	5 News @ 5am	5-6a		:30				NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	-1-----				1	\$175.00	3.80				
N 24	All	10/07/14	10/07/14	5 News at 6p	6-630p		:30				NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	-1-----				1	\$800.00	13.00				
N 25	All	10/08/14	10/08/14	5 News at 5p	5-530p		:30				NM	1	\$550.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	--1----				1	\$550.00	13.70				
N 26	All	10/08/14	10/08/14	Wheel of Fortune	630-7pm		:30				NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/06/14	10/12/14	--1----				1	\$950.00	14.60				
N 27	All	10/08/14	10/08/14	Early Show	7-9a		: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:		10/06/14	10/12/14	--1----				1	\$200.00	6.30				
Totals											229.30		27	\$16,140.00

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10/07/14 - 10/13/14	GRIFFIN LT GOV 10/7	5041
<u>Advertiser</u>		<u>Original Date / Revision</u>
Griffin/T/R/Lt Gov		10/06/14 / 10/06/14

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/13/14	27	\$16,140.00	\$13,719.00
Totals	27	\$16,140.00	\$13,719.00

Signature: _____

Date: _____

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E-ORDER#: 940519 (REV 0) AGY#3422528
STATION: KFSM-TV FT. SMITH-FAY-SPRNGD

HDLN#: 7306546 (MOD 1.0)
DATES: OCT07/14 - OCT13/14

TRAFFIC#: 775223
SALESPERSON: CHERYL BLAIR

MOD CODE	BUY LINE	DAY/TIME	LENGTH	RATE	STARTING DATE	ENDING DATE	OF WKS	SPT/ WEEK	TOTAL SPOTS	TOTAL DOLLARS	PROGRAM NAME	RATING RA35+	REP: RA35+	LAST ACTIVITY	LAST MOD/REV
		CONTRACT COMMENT: SUNDAY MRN-CBS													
	18	SUN/8-9P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$1,000	GOOD WIFE	7.7	7.7	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: GOOD WIFE													
	19	SUN/9-10P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	0	0	\$0	CSI	8.0	8.0	OCT01/14	MOD #0.1: *
		CONTRACT COMMENT: CSI													
	20	SUN/930-10A	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$150	FACE NATN-CBS	2.8	2.8	OCT01/14	MOD #0.1: RZ
		ORDER COMMENT: CANCELED SPOT PER AGENCY TO KEEP TTL SAME...CHERYL 10/1													
		CONTRACT COMMENT: FACE NATN-CBS													
	21	THU/10-1035P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$850	5 NEWS AT 10PM	8.5	8.5	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: 5 NEWS AT 10PM													
	22	THU/5-6A	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$175	5 NEWS AT 5AM	3.8	3.8	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: 5 NEWS AT 5AM													
	23	THU/6-630P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$800	5 NEWS AT 6PM	13.0	13.0	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: 5 NEWS AT 6PM													
	24	THU/6-7A	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$450	5 NEWS AT 6AM	7.6	7.6	OCT01/14	REV #0: A
	25	THU/630-7P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$950	WHEEL-FORTNE	14.6	14.6	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: WHEEL-FORTNE													
	26	TUE/10-1035P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$850	5 NEWS AT 10PM	8.5	8.5	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: 5 NEWS AT 10PM													
	27	TUE/5-6A	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$175	5 NEWS AT 5AM	3.8	3.8	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: 5 NEWS AT 5AM													
	28	TUE/6-630P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$800	5 NEWS AT 6PM	13.0	13.0	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: 5 NEWS AT 6PM													
	29	TUE/9-10P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	0	0	\$0	PERSON-INT-CBS	13.0	13.0	OCT01/14	MOD #0.1: *
		CONTRACT COMMENT: PERSON-INT-CBS													
	30	WED/5-530P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$550	5 NEWS AT 5 PM	13.7	13.7	OCT01/14	MOD #0.1: RZ
		ORDER COMMENT: CANCELED SPOT PER AGENCY TO KEEP TTL SAME...CHERYL 10/1													
		CONTRACT COMMENT: 5 NEWS AT 5 PM													
	31	WED/630-7P	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$950	WHEEL-FORTNE	14.6	14.6	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: WHEEL-FORTNE													
	32	WED/7-9A	30S	RVSD RATE PER CARD...CHERYL 10/1			1	1	1	\$200	CBS THS MRNG-2	6.3	6.3	OCT01/14	MOD #0.1: RZ
		CONTRACT COMMENT: CBS THS MRNG-2													
		CONTRACT COMMENT: RVSD RATE PER CARD...CHERYL 10/1													
TOTAL 27 SPOTS FOR:									27	\$16,140		229.3	229.3		
MONTHLY ESTIMATE DOLLARS:										\$16,140	OCT/14	229.3	229.3	OCT/14	