

CONTRACT



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

www.5newsonline.com

And:

WestRogers Advertising
 6075 Poplar Ave
 Suite 122
 Memphis, TN 38119

<u>Contract / Revision</u> 723258 /		<u>Alt Order #</u>
<u>Product</u> Primary Election		
<u>Contract Dates</u> 05/19/14 - 05/20/14		<u>Estimate #</u> 51403
<u>Advertiser</u> Sterling/D/Rep/Atty General		<u>Original Date / Revision</u> 03/21/14 / 04/21/14
<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>Total Ratings</u> 92.40
<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	05/19/14	05/19/14	CBS This Morning	7-9am		: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:		05/19/14	05/25/14	M-----				2	\$125.00	4.60			
N 2	All	05/19/14	05/19/14	5 News at Noon	12n-1230p		: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:		05/19/14	05/25/14	M-----				1	\$150.00	7.40			
N 3	All	05/19/14	05/19/14	5 News at 5p	5-530p		: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:		05/19/14	05/25/14	M-----				1	\$350.00	11.30			
N 4	All	05/19/14	05/19/14	5 News at 6p	6-630p		: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:		05/19/14	05/25/14	M-----				1	\$450.00	14.20			
N 5	All	05/19/14	05/19/14	Late News (M-F)	10-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/19/14	05/25/14	M-----				1	\$600.00	8.10			
N 6	All	05/19/14	05/19/14	5 News at 6am	6-7a		:10				NM	1	\$187.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/19/14	05/25/14	M-----				1	\$187.50	6.00			
N 7	All	05/19/14	05/19/14	Price Is Right	10-11am		:10				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/19/14	05/25/14	M-----				1	\$75.00	6.00			
N 8	All	05/19/14	05/19/14	Jeopardy	430-5p		:10				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/19/14	05/25/14	M-----				1	\$80.00	7.30			
N 9	All	05/19/14	05/19/14	Wheel of Fortune	630-7pm		:10				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/19/14	05/25/14	M-----				1	\$300.00	16.90			
N 10	All	05/19/14	05/19/14	5 News at 6am	6-7a		:10				NM	1	\$187.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/19/14	05/25/14	M-----				1	\$187.50	6.00			
Totals											92.40	11	\$2,630.00

(* 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.



KFSM-TV
 P.O. Box 369
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<u>Contract / Revision</u> 723258 /	<u>Alt Order #</u>
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<u>Contract Dates</u> 05/19/14 - 05/20/14	<u>Product</u> Primary Election	<u>Estimate #</u> 51403
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<u>Advertiser</u> Sterling/D/Rep/Atty Gene	<u>Original Date / Revision</u> 03/21/14 / 04/21/14
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Time Period	# of Spots	Gross Amount	Net Amount
04/28/14 - 05/19/14	11	\$2,630.00	\$2,235.50
Totals	11	\$2,630.00	\$2,235.50

Signature: _____ **Date:** _____

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Address all Invoices to the ADVERTISER in care of:

WESTROGERS
6075 POPLAR AVENUE, SUITE 104
MEMPHIS, TN 38119
901-682-3839
WESTROGERS.COM

MARKET: NORTHEAST ARKANSAS
 ADVERTISER: DAVID STERLING

STATION: KFSM
 STATION REP: JIM PRESTWOOD
 PHONE #s: 479-684-5828
 EMAIL: JIM.PRESTWOOD@KFSM.CO

MEDIA BUYER: BECKY WEST
 PHONE: 901-682-3839
 EMAIL: BECKYWEST@WESTROGER:

START DATE:	5.19.14	END DATE:	5.20.14
TOTAL WEEKS		TOTAL COMMERCIALS	
1		12	

TV INSERTION ORDER	
DATE:	3.21.14
INSERTION ORDER #:	51403
PLEASE INCLUDE OUR INSERTION ORDER NUMBER ON ALL STATION INVOICES - THANK YOU!	
<input checked="" type="checkbox"/>	NEW ORDER
<input type="checkbox"/>	CANCEL
<input type="checkbox"/>	REPLACES & SUPERCEDES
our Ins Order # X	
dated X	

STATION	DAY(S)	TIME PERIOD	PROGRAM	RATE	RTG PTS	TOT SPOTS	TOT COST	SCHEDULE DATES
KFSM	M-TUE	7A-9A	CBS THIS MORNING	\$125.00	4.6	2	\$250.00	
KFSM	M-TUE	12P-1230P	5 NEWS AT NOON	\$150.00	7.4	2	\$300.00	
KFSM	M	5P-530P	5 NEWS AT 5P	\$350.00	11.3	1	\$350.00	
KFSM	M	6P-630P	5 NES AT 6P	\$450.00	14.2	1	\$450.00	
KFSM	M	10P-1030P	5 NEWS AT 10P	\$600.00	8.1	1	\$600.00	
KFSM	M	6A-7A	5 NEWS AT 6AM - :10 SEC	\$187.50	6	1	\$187.50	
KFSM	M	10A-12P	PRICE IS RIGHT - :10 SEC	\$75.00	8.2	1	\$75.00	
KFSM	M	430P-5P	JEOPARDY - :10 SEC	\$80.00	7.3	1	\$80.00	
KFSM	M	630P-7P	WHEEL OF FORTUNE - :10 SEC	\$300.00	16.9	1	\$300.00	
KFSM	TUE	6A-7A	5 NEWS AT 6AM - :10 SEC	\$187.50	6	1	\$187.50	
						12	\$2,780.00	

MEDIA GROSS: \$2,780.00
 DISCOUNT @ 15%: \$417.00
 NET DUE MEDIA: \$2,363.00

SPOT IDs / TITLES / RUN DATES:

INSTRUCTIONS:
 SYSTEM CONFIRMATION REQUIRED

WESTROGERS (AGENCY) as Agent for the Advertiser named above, has been authorized by the Advertiser to initiate and administer media placements on their behalf. By executing this insertion order/schedule, this Station/Media Outlet recognizes AGENCY as an Agent of the Advertiser and acknowledges that the Advertiser, not the AGENCY, is ultimately liable and responsible for any and all payments due this Station/Media Outlet regarding this Advertiser. AGENCY acknowledges fiscal responsibility to the Station/Media Outlet only when, and to the degree, it has been paid by the Advertiser. The Station/Media Outlet is not authorized to implement this insertion order/schedule until AGENCY has received a

PLEASE SIGN, DATE & RETURN A COPY OF THIS INSERTION ORDER/SCHEDULE ASAP. THANK YOU.

Jim for Jim 3/21/14 MEDIA BUYER

STATION/MEDIA REPRESENTATIVE Date MEDIA BUYER Date

723258

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 - arkansas	Date: 3.21.14
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I, Becky West,
 being/on behalf of: David Sterling, a legally
 qualified candidate of the republican political
 party for the office of: attorney general
 in the primary
 election to be held on: may 20th, 2014
 do hereby request station time as follows:

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

Total Charges: \$ 2,363.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty rectangular box for listing matters of national importance]

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

Friends of David Sterling

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:

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).

To Be Signed By Candidate or Authorized Committee

3.7.14

Date

Becky West

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Becky West

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Becky J West

signature of candidate or authorized committee

Becky J. West

printed name

3.21.14

date

SALES SLIP



KFSM-TV
318 North 13th Street
Fort Smith, AR 72001

MASTERCARD

DATE 3.21.14

CREDIT CARD NUMBER [REDACTED]

EXPIRATION DATE 10/11/10

NUMBER ON BACK 458

CARDHOLDER NAME Becky West
CARDHOLDER BILLING STREET ADDRESS 10075 Poplar Ave, Suite 977
CARDHOLDER BILLING ADDRESS CITY-STATE-ZIP Memphis TN 38119

DESCRIPTION:	AMOUNT
5.13.14 - 5.18.14, 51402	8949.38
5.10.14 - 5.11.14, 51401	5057.50
5.19.14 - 5.20.14, 51403	2363.00
TOTAL CHARGE:	16,910.88

Agency - West Rogers

X Becky West

CARDHOLDER SIGNATURE
CARDHOLDER ACKNOWLEDGES RECEIPT OF GOODS AND SERVICES IN THE AMOUNT OF THE TOTAL CHARGE SHOWN HEREON AND AGREES TO PERFORM THE OBLIGATIONS SET FORTH IN THE CARDHOLDER'S AGREEMENT WITH THE ISSUER.

e-mail to alileen.mazurkiewicz@kfsm.com
fax to 479-783-3295

OFFICE USE ONLY:

AUTHORIZATION # _____

ADVERTISER ACCT NAME _____

ADVERTISER ACCT # _____