



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

www.5newsonline.com

CONTRACT

<u>Contract / Revision</u> 745450 /		<u>Alt Order #</u>
<u>Product</u> Ross for Governor 6/24-7/1		
<u>Contract Dates</u> 06/24/14 - 07/01/14		<u>Estimate #</u> 507
<u>Advertiser</u> Ross/D/Governor		<u>Original Date / Revision</u> 06/20/14 / 06/20/14
<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>

And:

Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	All	06/24/14	07/01/14	5 News at 6am	6-7a		:30				NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	--WT---				2	\$525.00	0.00			
		Week: 06/30/14	07/06/14	MT-----				2	\$525.00	0.00			
N 2	All	06/24/14	07/01/14	CBS This Morning	7-9am		:30				NM	5	\$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: 06/23/14	06/29/14	-TWTF--				4	\$200.00	0.00			
		Week: 06/30/14	07/06/14	-T-----				1	\$200.00	0.00			
N 3	All	06/24/14	07/01/14	5 News at Noon	12n-1230p		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	-T--F--				2	\$250.00	0.00			
		Week: 06/30/14	07/06/14	M-----				1	\$250.00	0.00			
N 4	All	06/24/14	07/01/14	Jeopardy	430-5p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	---T---				1	\$250.00	0.00			
		Week: 06/30/14	07/06/14	-T-----				1	\$250.00	0.00			
N 5	All	06/24/14	07/01/14	5 News at 5p	5-530p		:30				NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	--W----				1	\$525.00	0.00			
		Week: 06/30/14	07/06/14	M-----				1	\$525.00	0.00			
N 6	All	06/24/14	07/01/14	5 News at 6p	6-630p		:30				NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	-T-TF--				3	\$700.00	0.00			
		Week: 06/30/14	07/06/14	-T-----				1	\$700.00	0.00			
N 7	All	06/25/14	06/30/14	Wheel of Fortune	630-7pm		:30				NM	3	\$2,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	--W-F--				2	\$925.00	0.00			
		Week: 06/30/14	07/06/14	M-----				1	\$925.00	0.00			
N 8	All	06/29/14	06/29/14	Unforgettable	9-10p		: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: 06/23/14	06/29/14	-----S				1	\$1,000.00	0.00			
N 9	All	06/24/14	07/01/14	5 News at 10p	10-1035p		:30				NM	6	\$5,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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



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P.O. Box 369
Fort Smith, AR 72902
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<u>Contract / Revision</u>	<u>Alt Order #</u>
745450 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/24/14 - 07/01/14	Ross for Governor 6/24-	507

<u>Advertiser</u>	<u>Original Date / Revision</u>
Ross/D/Governor	06/20/14 / 06/20/14

*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:		06/23/14	06/29/14	-TWTF--				4	\$925.00	0.00			
Week:		06/30/14	07/06/14	MT-----				2	\$925.00	0.00			
N 10	All	06/24/14	07/01/14	Late Night with David Letterman	1035-1137p		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/23/14	06/29/14	-T-----				1	\$200.00	0.00			
Week:		06/30/14	07/06/14	-T-----				1	\$200.00	0.00			
Totals										0.00		32	\$17,925.00

Time Period	# of Spots	Gross Amount	Net Amount
05/26/14 - 06/29/14	21	\$11,975.00	\$10,178.75
06/30/14 - 07/01/14	11	\$5,950.00	\$5,057.50
Totals	32	\$17,925.00	\$15,236.25

Signature: _____ **Date:** _____

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Buy Detail Report

Revision #: Date: 6/20/2014

Client: Ross for Governor **Estimate:** 507 **Vendor:** KFSM-TV
Media: TV **Description:** Ross for Governor 6/24-7/1/2014 TV 4201 N. Shiloh Drive, Suite 169
Product: General **Flight Start Date:** 6/24/2014 **05:00 AM** **Send Billing To:** Screen Strategies Media
Market: Ft. Smith, AR **Flight End Date:** 7/1/2014 **12:00 AM** Suite 505
Survey: Nov13 DMA Nielsen Live+1 Fayetteville, AR 72703
Separation between spots: 30 **Buyer:** Caroline Bahng **Phone:** 479-521-1330
Fax: 479-521-6579 **Phone:** 703-272-7300
Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 6/24	Wed 6/25	Thu 6/26	Fri 6/27	Sun 6/29	Mon 6/30	Tue 7/1	Total Spots
KFSM-TV												
1	MTuWThF 6:00a-7:00a KFSM 6a News	EM	\$525.00	30		1	1			1	1	4
2	MTuWThF 7:00a-9:00a CBS This Morning	EM	\$200.00	30	1	1	1	1			1	5
3	MTuWThF 12:00p-12:30p KFSM Noon News	DT	\$250.00	30	1			1		1		3
4	MTuWThF 4:30p-5:00p Jeopardy	EF	\$250.00	30			1				1	2
5	MTuWThF 5:00p-5:30p KFSM 5p News	EN	\$525.00	30		1				1		2
6	MTuWThF 6:00p-6:30p KFSM 6p News	EN	\$700.00	30	1		1	1			1	4
7	MTuWThF 6:30p-7:00p Wheel of Fortune	PA	\$925.00	30		1		1		1		3
8	Su 9:00p-10:00p Unforgettable	PT	\$1,000.00	30					1			1
9	MTuWThF 10:00p-10:35p KFSM 10p News	LN	\$925.00	30	1	1	1	1		1	1	6
10	MTuWThF 10:35p-11:35p	LF	\$200.00	30	1						1	2

Buy Detail Report

Revision #: Date: 6/20/2014

Client: Ross for Governor
Media: TV
Product: General
Market: Ft. Smith, AR
Separation between spots: 30

Estimate: 507
Description: Ross for Governor 6/24-7/1/2014 TV
Flight Start Date: 6/24/2014 05:00 AM
Flight End Date: 7/1/2014 12:00 AM
Survey: Nov13 DMA Nielsen Live+1
Buyer: Caroline Bahng


Vendor: KFSSM-TV
4201 N. Shiloh Drive, Suite 169
Fayetteville, AR 72703
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	STN Code	Gross	Days	Tue 6/24	Wed 6/25	Thu 6/26	Fri 6/27	Sun 6/29	Mon 6/30	Tue 7/1	Total Spots
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KFSSM-TV Letterman

Total Cost: \$17,925.00
Total Spots: 5 5 5 5 1 5 6
32
32

Thank you
Signature: 

Disclaimer: