



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

www.5newsonline.com

CONTRACT

And:

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

Contract / Revision 770629 /		Alt Order #
Product Ross		
Reps for Governor 9/24-9/26		
Contract Dates 09/24/14 - 09/26/14	Estimate # 997	
Advertiser Ross/D/Governor		Original Date / Revision 09/23/14 / 09/23/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KFSM	Account Executive Local KFSM 2 House	Sales Office Fort Smith, AR
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
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	09/25/14	09/25/14	5 News @ 5am	5-6a		:30				NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	---T---				1	\$90.00	0.00			
N 2	All	09/25/14	09/26/14	5 News at 6am	6-7a		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	---TF--				2	\$300.00	0.00			
N 3	All	09/26/14	09/26/14	CBS This Morning	7-9am		: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:		09/22/14	09/28/14	----F--				1	\$150.00	0.00			
N 4	All	09/25/14	09/25/14	CBS Morning Rotator	10a-12n		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	---T---				1	\$185.00	0.00			
N 5	All	09/26/14	09/26/14	5 News at Noon	12n-1230p		: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:		09/22/14	09/28/14	----F--				1	\$200.00	0.00			
N 6	All	09/25/14	09/25/14	Dr Phil	3-4p		: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:		09/22/14	09/28/14	---T---				1	\$200.00	0.00			
N 7	All	09/26/14	09/26/14	Inside Edition	4-430pm		: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:		09/22/14	09/28/14	----F--				1	\$200.00	0.00			
N 8	All	09/25/14	09/25/14	Jeopardy	430-5p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	---T---				1	\$250.00	0.00			
N 9	All	09/24/14	09/26/14	5 News at 6p	6-630p		:30				NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	--W-F--				2	\$625.00	0.00			
N 10	All	09/24/14	09/26/14	Wheel of Fortune	630-7pm		:30				NM	2	\$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:		09/22/14	09/28/14	--W-F--				2	\$775.00	0.00			
N 11	All	09/24/14	09/24/14	Survivor Premiere	7-830pm		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	--W----				1	\$1,250.00	0.00			

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



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<u>Contract / Revision</u> 770629 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/24/14 - 09/26/14	<u>Product</u> Roos for Governor 9/24-	<u>Estimate #</u> 997
<u>Advertiser</u> Ross/D/Governor		<u>Original Date / Revision</u> 09/23/14 / 09/23/14

*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	09/24/14	09/24/14	5 News at 10p	10-1035p		: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:		09/22/14	09/28/14	--W----				1	\$650.00	0.00			
N 13	All	09/24/14	09/24/14	Late Night with David Letterman	1035-1137p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	--W----				1	\$125.00	0.00			
Totals										0.00		16	\$6,700.00

Time Period	# of Spots	Gross Amount	Net Amount
09/01/14 - 09/26/14	16	\$6,700.00	\$5,695.00
Totals	16	\$6,700.00	\$5,695.00

Signature: _____ **Date:** _____

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

Buy Detail Report

Revision #: Date: 9/23/2014

Client: Ross for Governor
 Media: TV
 Product: General
 Market: Ft. Smith, AR
 Estimate: 997
 Description: Ross for Governor 9/24-26/2014 TV
 Flight Start Date: 9/24/2014 05:00 PM
 Flight End Date: 9/26/2014 07:00 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	Wed 9/24	Thu 9/25	Fri 9/26	Total Spots
KFSM-TV								
1	MTuWThF 5:00a-6:00a KFSM 5a News	EM	\$90.00	30		1		1
	Sold Out: Lowest Rate to Clear per KFSM							
2	MTuWThF 6:00a-7:00a KFSM 6a News	EM	\$300.00	30		1	1	2
	Sold Out: Lowest Rate to Clear per KFSM							
3	MTuWThF 7:00a-9:00a CBS This Morning	EM	\$150.00	30			1	1
	Sold Out: Lowest Rate to Clear per KFSM							
4	MTuWThF 10:00a-12:00p Price/Young	DT	\$185.00	30		1		1
	Sold Out: Lowest Rate to Clear per KFSM							
5	MTuWThF 12:00p-12:30p KFSM Noon News	DT	\$200.00	30			1	1
	Sold Out: Lowest Rate to Clear per KFSM							
6	MTuWThF 3:00p-4:00p Dr. Phil	EF	\$200.00	30		1		1
	Sold Out: Lowest Rate to Clear per KFSM							
7	MTuWThF 4:00p-4:30p Inside Edition	EF	\$200.00	30			1	1
	Sold Out: Lowest Rate to Clear per KFSM							
8	MTuWThF 4:30p-5:00p Jeopardy	EF	\$250.00	30		1		1
	Sold Out: Lowest Rate to Clear per KFSM							
9	MTuWThF 6:00p-6:30p KFSM 6p News	EN	\$625.00	30	1		1	2
	Sold Out: Lowest Rate to Clear per KFSM							

Buy Detail Report

Revision #: Date: 9/23/2014

Client: Ross for Governor
 Media: TV
 Product: General
 Market: Ft. Smith, AR
 Separation between spots: 15
 Estimate: 997
 Description: Ross for Governor 9/24-26/2014 TV
 Flight Start Date: 9/24/2014 05:00 PM
 Flight End Date: 9/26/2014 07:00 PM
 Survey: Nov13 DMA Nielsen Live+1
 Buyer: Caroline Bahng

Vendor: KFSM-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	Daypart Code	STN Gross	Days	Wed 9/24	Thu 9/25	Fri 9/26	Total Spots
KFSM-TV								
10	MTuWThF 6:30p- 7:00p Wheel of Fortune Sold Out: Lowest Rate to Clear per KFSM	PA	\$775.00	30	1	1	1	2
11	W 7:00p- 8:30p Survivor Sold Out: Lowest Rate to Clear per KFSM	PT	\$1,250.00	30	1			1
12	MTuWThF 10:00p-10:35p KFSM 10p News Sold Out: Lowest Rate to Clear per KFSM	LN	\$650.00	30	1			1
13	MTuWThF 10:35p-11:35p Letterman Sold Out: Lowest Rate to Clear per KFSM	LF	\$125.00	30	1			1
Total Cost:				Total Spots:	5	6	5	16
								16

Disclaimer:

Signature:

Frank Lopez

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: 9/23/2014
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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: Governor

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): \$5,695.00

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

9/23/2014

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Euper, Pam

From: Caroline Bahng <Caroline@ScreenStrategies.com>
Sent: Tuesday, September 23, 2014 10:42 AM
To: Euper, Pam
Cc: Prestwood, Jim
Subject: RE: Ross for Governor 9/24-26 Order

You can move the spot to Friday night. Thanks!

From: Euper, Pam [<mailto:Pam.Euper@KFSM.com>]
Sent: Tuesday, September 23, 2014 11:41 AM
To: Caroline Bahng
Cc: Prestwood, Jim
Subject: RE: Ross for Governor 9/24-26 Order

Caroline. Sorry I missed that you were ordering Thursday night Wheel of Fortune. Because of NFL Thursday night Football, we are airing Wheel of Fortune on KXNW. The rate is \$200 on KXNW. Please advise how you wish to handle this spot.

Thanks

Pam Euper | Local Sales Assistant
KFSM-TV 5 | KXNW-TV 34 | 5NEWSonline.com
479-783-3131 (p) | 479-783-3295 (f)
pam.euper@kfsm.com

From: Caroline Bahng [<mailto:Caroline@ScreenStrategies.com>]
Sent: Tuesday, September 23, 2014 10:20 AM
To: Euper, Pam
Cc: Prestwood, Jim
Subject: RE: Ross for Governor 9/24-26 Order

Thanks Pam! These rate changes are fine. Revised order attached.

From: Euper, Pam [<mailto:Pam.Euper@KFSM.com>]
Sent: Tuesday, September 23, 2014 11:13 AM
To: Caroline Bahng
Cc: Prestwood, Jim
Subject: FW: Ross for Governor 9/24-26 Order
Importance: High

Caroline, we have reviewed the Ross for Governor ordered 9/24-9/26. Below are the rates needed to clear:

5a-6am	\$90
7a-9a	\$150
10a-12n	\$185
12n-1230p	\$200
3p-4pm	\$200
4p-430p	\$200

430p-5p \$250
6p-630p \$625
630p-7p \$775
Wed 7p-830p \$1250
1035p-1135pm \$125

Please let us know if we can help with anything else

Pam Euper | Local Sales Assistant
KFSM-TV 5 | KXNW-TV 34 | 5NEWSonline.com
479-783-3131 (p) | 479-783-3295 (f)
pam.euper@kfsm.com

From: Caroline Bahng [<mailto:Caroline@ScreenStrategies.com>]
Sent: Tuesday, September 23, 2014 9:37 AM
To: Prestwood, Jim; Euper, Pam
Subject: Ross for Governor 9/24-26 Order
Importance: High

Attached is a 9/24-26 order for Ross for Governor.
Please confirm receipt and let me know ASAP if any revisions need to be made.

Thanks!



Caroline Bahng
Screen Strategies Media | 11150 Fairfax Blvd, Suite 505
Fairfax, Virginia 22030 | 703-272-7300