



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

www.5newsonline.com

CONTRACT

And:

Heathcott Associates
Attention: Tanya Whitlock
17300 Chenal Parkway
Suite 300
Little Rock, AR 72223

<u>Contract / Revision</u> 757396 /		<u>Alt Order #</u>
<u>Product</u> Asa Hutchinson 2014		
<u>Contract Dates</u> 09/29/14 - 10/05/14		<u>Estimate #</u> 09/29-10/05
<u>Advertiser</u> Hutchinson/A/Rep/Gov		<u>Original Date / Revision</u> 08/05/14 / 08/05/14
<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	09/29/14	10/05/14	5 News @ 5am	5-6a		:30				NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-T-T---				2	\$90.00	0.00			
N 2	All	09/29/14	10/05/14	5 News at 6am	6-7a		:30				NM	3	\$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:		09/29/14	10/05/14	M-WT---				3	\$375.00	0.00			
N 3	All	09/29/14	10/05/14	CBS This Morning	7-9am		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TW-F--				3	\$150.00	0.00			
N 4	All	09/29/14	10/05/14	Rachel Ray	9-10am		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	---T---				1	\$65.00	0.00			
N 5	All	09/29/14	10/05/14	Price Is Right	10-11am		: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:		09/29/14	10/05/14	-T-----				1	\$125.00	0.00			
N 6	All	09/29/14	10/05/14	5 News at Noon	12n-1230p		: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:		09/29/14	10/05/14	MT-----				2	\$125.00	0.00			
N 7	All	09/29/14	10/05/14	Let's Make A Deal	2-3p		:30				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:		09/29/14	10/05/14	-T-----				1	\$75.00	0.00			
N 8	All	09/29/14	10/05/14	Dr Phil	3-4p		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-T-----				1	\$85.00	0.00			
N 9	All	09/29/14	10/05/14	Inside Edition	4-430pm		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	--W----				1	\$85.00	0.00			
N 10	All	09/29/14	10/05/14	Jeopardy	430-5p		: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:		09/29/14	10/05/14	M-W----				2	\$200.00	0.00			
N 11	All	09/29/14	10/05/14	5 News at 5p	5-530p		:30				NM	3	\$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:		09/29/14	10/05/14	-TWT---				3	\$450.00	0.00			

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

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<u>Contract / Revision</u> 757396 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/29/14 - 10/05/14	<u>Product</u> Asa Hutchinson 2014	<u>Estimate #</u> 09/29-10/05
<u>Advertiser</u> Hutchinson/A/Rep/Gov		<u>Original Date / Revision</u> 08/05/14 / 08/05/14

*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	09/29/14	10/05/14	5 News at 6p	6-630p		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/29/14		10/05/14	M-WT---					3	\$500.00	0.00			
N 13	All	09/29/14	10/05/14	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: 09/29/14		10/05/14	M-WT---					2	\$775.00	0.00			
N 14	All	09/29/14	10/05/14	5 News at 10p	10-1035p		:30				NM	2	\$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: 09/29/14		10/05/14	-T-T---					2	\$650.00	0.00			
N 15	All	09/29/14	10/05/14	Late Night with David Letterman	1035-1137p		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/29/14		10/05/14	M-W----					2	\$100.00	0.00			
N 16	All	09/29/14	10/05/14	NCIS: LA	9-10p		: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: 09/29/14		10/05/14	M-----					1	\$1,100.00	0.00			
N 17	All	09/29/14	10/05/14	Stalker	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: 09/29/14		10/05/14	--W----					1	\$700.00	0.00			
N 18	All	09/29/14	10/05/14	Big Bang	7-8p		:30				NM	1	\$1,125.00
Moved spot with program - approved by agency. Originally ordered Thursday 7-8pm NA due to NFL Thursday Night Football													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/29/14		10/05/14	M-----					1	\$1,125.00	0.00			
N 19	All	09/29/14	10/05/14	Blue Bloods	9-10p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/29/14		10/05/14	----F--					1	\$500.00	0.00			
N 20	All	09/29/14	10/05/14	5NEWS This Morning Sat	Sa 5-7a		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/29/14		10/05/14	-----S-					1	\$40.00	0.00			
N 21	All	09/29/14	10/05/14	CBS This Morning Saturday	Sa 7-9a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/29/14		10/05/14	-----S-					1	\$60.00	0.00			
N 22	All	09/29/14	10/05/14	NCAA Football	230-6pm		: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: 09/29/14		10/05/14	-----S-					1	\$650.00	0.00			
N 23	All	09/29/14	10/05/14	5NEWS @ 6pm Saturday	6-630p		: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: 09/29/14		10/05/14	-----S-					1	\$200.00	0.00			
N 24	All	09/29/14	10/05/14	Wheel of Fortune Sat	630-7pm		: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: 09/29/14		10/05/14	-----S-					1	\$200.00	0.00			
N 25	All	09/29/14	10/05/14	5 News at 10p Sat	10-1035p		: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: 09/29/14		10/05/14	-----S-					1	\$350.00	0.00			
N 26	All	09/29/14	10/05/14	Andy Griffith Saturday	Sa 1035-1105p		: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: 09/29/14		10/05/14	-----S-					1	\$125.00	0.00			
N 27	All	09/29/14	10/05/14	5NEWS This Morning Sunday	Su 6-8a		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/29/14		10/05/14	-----S					1	\$40.00	0.00			

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<u>Advertiser</u> Hutchinson/A/Rep/Gov		<u>Original Date / Revision</u> 08/05/14 / 08/05/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 28	All	09/29/14	10/05/14	CBS Sunday Morning	8-930a		: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:		09/29/14	10/05/14	-----S				1	\$200.00	0.00			
N 29	All	09/29/14	10/05/14	Face the Nation	930-1030a		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----S				1	\$65.00	0.00			
N 30	All	09/29/14	10/05/14	NFL Houston @ Dallas	3p-CC		: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:		09/29/14	10/05/14	-----S				1	\$650.00	0.00			
N 31	All	09/29/14	10/05/14	5 News at 10p Sunday	10-1035p		: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:		09/29/14	10/05/14	-----S				1	\$400.00	0.00			
N 32	All	09/29/14	10/05/14	Andy Griffith- Sunday	LF 1035-1105p		: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:		09/29/14	10/05/14	-----S				1	\$125.00	0.00			
Totals										0.00		46	\$15,270.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/05/14	46	\$15,270.00	\$12,979.50
Totals	46	\$15,270.00	\$12,979.50

Signature: _____ **Date:** _____

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Revised

Heathcott Associates
17300 Chenal Parkway
Suite 300
Little Rock
AR
72223
(501)821-9900
(501)821-9902

Station Estimate
Market: FT. SMITH-FAY-SPRNGDL-RGR
Rev #.:

Station: KFSM
318 North 13th Street
Fort Smith
AR
72902

Flight From: 09/29/2014 to 10/05/2014

Sweeps: Share Nov 2013 -> HUT/PUT Nov 13

Station Contact: Jim Prestwood
(501)785-5066
(501)783-3295 fax

Advertiser: Asa Hutchinson 2014
Campaign: 9/29 - 10/5 All Markets
Product:

Buyer Name: Tanya Whitlock

9/29-10/5

Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Primary Rate/ Total	Sep 29	Total Spots	DMA P 25+ (R)	DMA P 35+ (R)	DMA HH (R)
MTWRF-- 05:00A-06:00A	EM 30	5 NEWS MORN	\$90.00 \$180.00	2 Tu, Th	2	1.7 \$52.94	1.8 \$50.00	2.5 \$36.00
MTWRF-- 06:00A-07:00A	EM 30	5 NEWS AT 6AM	\$375.00 \$1,125.00	3 M, W, Th	3	5.6 \$66.96	6.0 \$62.50	7.3 \$51.37
MTWRF-- 07:00A-09:00A	EM 30	THE EARLY SHOW	\$150.00 \$450.00	3 Tu, W, F	3	4.1 \$36.59	4.6 \$32.61	5.7 \$26.32
MTWRF-- 09:00A-10:00A	DT 30	RACHEL RAY	\$65.00 \$65.00	1 Th	1	2.4 \$27.08	2.8 \$23.21	3.6 \$18.06
MTWRF-- 10:00A-11:00A	DT 30	PRICE-RT 1-CBS	\$125.00 \$125.00	1 Tu	1	4.3 \$29.07	5.1 \$24.51	5.9 \$21.19
MTWRF-- 12:00P-12:30P	DT 30	5 NEWS AT NOON	\$125.00 \$250.00	2 M, Tu	2	6.1 \$20.49	7.5 \$16.67	8.5 \$14.71
MTWRF-- 02:00P-03:00P	DT 30	LETS MAKE A DE	\$75.00 \$75.00	1 Tu	1	2.6 \$28.85	3.0 \$25.00	4.0 \$18.75
MTWRF-- 03:00P-04:00P	EF 30	DR PHIL	\$85.00 \$85.00	1 Th	1	2.7 \$31.48	3.1 \$27.42	4.3 \$19.77
MTWRF-- 04:00P-04:30P	EF 30	INSIDE EDITION	\$85.00 \$85.00	1 W	1	3.6 \$23.61	4.3 \$19.77	5.7 \$14.91
MTWRF-- 04:30P-05:00P	EF 30	JEOPARDY	\$200.00 \$400.00	2 M, W	2	6.1 \$32.79	7.3 \$27.40	8.5 \$23.53
MTWRF-- 05:00P-05:30P	EN 30	5 NEWS AT 5 PM	\$450.00 \$1,350.00	3 T, W, Th	3	9.8 \$45.92	11.4 \$39.47	12.2 \$36.89
MTWRF-- 06:00P-06:30P	EN 30	5 NEWS AT 6PM	\$500.00 \$1,500.00	3 M, W, Th	3	12.0 \$41.67	14.2 \$35.21	14.3 \$34.97
MTWRF-- 06:30P-07:00P	PA 30	WHEEL-FORTNE	\$775.00 \$1,550.00	2 Tu, F	2	14.5 \$53.45	17.0 \$45.59	16.6 \$46.69
MTWRF-- 10:00P-10:30P	LN 30	5 NEWS AT 10PM	\$650.00 \$1,300.00	2 Th, F	2	10.6 \$61.32	11.9 \$54.62	12.8 \$50.78
MTWRF-- 10:30P-11:30P	LF 30	D LETTRMAN-CBS	\$100.00 \$200.00	2 M, W	2	2.0 \$50.00	2.2 \$45.45	2.4 \$41.67
M----- 09:00P-10:00P	PT 30	NCIS:LA	\$1,100.00 \$1,100.00	1	1	5.8 \$189.66	6.2 \$177.42	6.9 \$159.42
-W----	PT	STALKER	\$700.00	1	1	8.8	10.2	10.5

Advertiser: Asa Hutchinson 2014
 Campaign: 9/29 - 10/5 All Markets

Station Estimate

Station: KFSM
 Station Contact: Jim Prestwood

Worksheet Flight Start: 09/29/2014
 Worksheet Flight End: 10/05/2014

Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Sep 29	Total Spots	DMA P 25+ (R)	DMA P 35+ (R)	DMA HH (R)
09:00P-10:00P	30		\$700.00			\$79.55	\$68.63	\$66.67
M-----	PT	BIG BANG-CBS	\$1,125.00	1	1	6.7	6.3	8.5
07:00P-08:00P	30		\$1,125.00			\$167.91	\$178.57	\$132.35
--F--	PT	BLUE BLOODS	\$500.00	1	1	6.0	7.2	7.2
09:00P-10:00P	30		\$500.00			\$83.33	\$69.44	\$69.44
---S-	EM	EARLY SHOW	\$40.00	1	1	0.4	0.5	0.5
05:00A-07:00A	30		\$40.00			\$100.00	\$80.00	\$80.00
---S-	EM	CBS THS MRN:SA	\$60.00	1	1	1.6	2.0	2.1
07:00A-09:00A	30		\$60.00			\$37.50	\$30.00	\$28.57
---S-	PT	COLLEGE FOOTBA	\$650.00	1	1	5.0	5.3	6.6
02:30P-06:00P			\$650.00			\$130.00	\$122.64	\$98.48
---S-	EN	5 NEWS AT 6PM	\$200.00	1	1	5.1	6.1	6.6
06:00P-06:30P	30		\$200.00			\$39.22	\$32.79	\$30.30
---S-	PA	WHEEL-FORTNE W	\$200.00	1	1	4.0	4.6	5.0
06:30P-07:00P	30		\$200.00			\$50.00	\$43.48	\$40.00
---S-	LN	5 NEWS AT 10PM	\$350.00	1	1	6.0	6.9	7.5
10:00P-10:35P	30		\$350.00			\$58.33	\$50.72	\$46.67
---S-	LF	ANDY GRIFFITH	\$125.00	1	1	2.0	2.3	2.6
10:35P-11:05P	30		\$125.00			\$62.50	\$54.35	\$48.08
---Su	EM	5 NWS SUN MORN	\$40.00	1	1	0.8	0.9	1.8
06:00A-08:00A	30		\$40.00			\$50.00	\$44.44	\$22.22
---Su	EM	SUNDAY MRN-CBS	\$200.00	1	1	6.4	8.0	7.8
08:00A-09:30A	30		\$200.00			\$31.25	\$25.00	\$25.64
---Su	EM	FACE THE NATIO	\$65.00	1	1	2.6	3.2	3.3
09:30A-10:30A	30		\$65.00			\$25.00	\$20.31	\$19.70
---Su	PT	NFL GAME 2	\$650.00	1	1	5.7	6.1	7.0
03:00P-06:00P	30		\$650.00			\$114.04	\$106.56	\$92.86
Comment: HOUSTON @ DALLAS								
---Su	LN	1ST TEAM NW-10	\$400.00	1	1	7.2	8.7	8.3
10:00P-10:35P	30		\$400.00			\$55.56	\$45.98	\$48.19
---Su	LF	ANDY GRIFFITH	\$125.00	1	1	3.3	4.0	4.1
10:35P-11:05P	30		\$125.00			\$37.88	\$31.25	\$30.49
			\$15,270.00	46	46			

269.5

Monthly Totals

Month	Spots	GRP/GRIs	Dollars	CPP/CPM
	46	269.5	\$15,270.00	\$56.66

X
Jim
 Thank you

Euper, Pam

From: Tanya Whitlock <tanya@heathcott.com>
Sent: Tuesday, August 05, 2014 12:24 PM
To: Euper, Pam
Subject: RE: Asa Sept schedules

Yes – that will work

From: Euper, Pam [<mailto:Pam.Euper@KFSM.com>]
Sent: Tuesday, August 05, 2014 12:21 PM
To: Tanya Whitlock; Prestwood, Jim
Subject: RE: Asa Sept schedules

Tanya, on your 9/29-10/05 order, you are ordering Big Bang on Thursday 10/2 7-8pm. We'll be airing NFL Thursday Night Football and Big Bang will be airing on Mondays 7-8pm. Do you want to move this spot with the program?

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: Tanya Whitlock [<mailto:tanya@heathcott.com>]
Sent: Tuesday, August 05, 2014 7:57 AM
To: Prestwood, Jim; Euper, Pam
Subject: Asa Sept schedules

Jim and Pam
Attached are the Asa schedules for September.

Please verify, sign and return a copy back as confirmation of receipt.

Thanks!
Tanya

Tanya Whitlock
Media Director



Office: 501-821-9900
Fax: 501-821-9902
Mobile: 501-912-8007
E-Mail: tanya@heathcott.com

Heathcott Associates
17300 Chenal Parkway
Suite 300
Little Rock
AR
72223
(501)821-9900
(501)821-9902

Station Estimate
Market: FT. SMITH-FAY-SPRNGDL-RGR
Rev #.:

Station: KFSM
318 North 13th Street
Fort Smith
AR
72902

Flight From: 09/29/2014 to 10/05/2014

Sweeps: Share Nov 2013 -> HUT/PUT Nov 13

Station Contact: Jim Prestwood
(501)785-5066
(501)783-3295 fax

Advertiser: Asa Hutchinson 2014
Campaign: 9/29 - 10/5 All Markets
Product:

Buyer Name: Tanya Whitlock

9/29-10/5

Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Sep 29	Total Spots
MTWRF-- 05:00A-06:00A	EM 30	5 NEWS MORN	\$90.00 \$180.00	2 Tu, Th	2
MTWRF-- 06:00A-07:00A	EM 30	5 NEWS AT 6AM	\$375.00 \$1,125.00	3 M, W, Th	3
MTWRF-- 07:00A-09:00A	EM 30	THE EARLY SHOW	\$150.00 \$450.00	3 Tu, W, F	3
MTWRF-- 09:00A-10:00A	DT 30	RACHEL RAY	\$65.00 \$65.00	1 Th	1
MTWRF-- 10:00A-11:00A	DT 30	PRICE-RT 1-CBS	\$125.00 \$125.00	1 Tu	1
MTWRF-- 12:00P-12:30P	DT 30	5 NEWS AT NOON	\$125.00 \$250.00	2 M, Tu	2
MTWRF-- 02:00P-03:00P	DT 30	LETS MAKE A DE	\$75.00 \$75.00	1 Tu	1
MTWRF-- 03:00P-04:00P	EF 30	DR PHIL	\$85.00 \$85.00	1 Th	1
MTWRF-- 04:00P-04:30P	EF 30	INSIDE EDITION	\$85.00 \$85.00	1 W	1
MTWRF-- 04:30P-05:00P	EF 30	JEOPARDY	\$200.00 \$400.00	2 M, W	2
MTWRF-- 05:00P-05:30P	EN 30	5 NEWS AT 5 PM	\$450.00 \$1,350.00	3 Tu, W, Th	3
MTWRF-- 06:00P-06:30P	EN 30	5 NEWS AT 6PM	\$500.00 \$1,500.00	3 M, W, Th	3
MTWRF-- 06:30P-07:00P	PA 30	WHEEL-FORTNE	\$775.00 \$1,550.00	2 Tu, F	2
MTWRF-- 10:00P-10:30P	LN 30	5 NEWS AT 10PM	\$650.00 \$1,300.00	2 Tu, Th	2
MTWRF-- 10:30P-11:30P	LF 30	D LETTRMAN-CBS	\$100.00 \$200.00	2 M, W	2
M----- 09:00P-10:00P	PT 30	NCIS:LA	\$1,100.00 \$1,100.00	1	1
-W----	PT	STALKER	\$700.00	1	1

Advertiser: Asa Hutchinson 2014
 Campaign: 9/29 - 10/5 All Markets

Station Estimate

Station: KFSM
 Station Contact: Jim Prestwood

Worksheet Flight Start: 09/29/2014
 Worksheet Flight End: 10/05/2014

Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Sep 29	Total Spots
09:00P-10:00P	30		\$700.00		
--R-- 07:00P-08:00P	PT 30	BIG BANG-CBS	\$1,125.00 \$1,125.00	1	1
--F-- 09:00P-10:00P	PT 30	BLUE BLOODS	\$500.00 \$500.00	1	1
---S- 05:00A-07:00A	EM 30	EARLY SHOW	\$40.00 \$40.00	1	1
---S- 07:00A-09:00A	EM 30	CBS THS MRN:SA	\$60.00 \$60.00	1	1
---S- 02:30P-06:00P	PT	COLLEGE FOOTBA	\$650.00 \$650.00	1	1
---S- 06:00P-06:30P	EN 30	5 NEWS AT 6PM	\$200.00 \$200.00	1	1
---S- 06:30P-07:00P	PA 30	WHEEL-FORTNE W	\$200.00 \$200.00	1	1
---S- 10:00P-10:35P	LN 30	5 NEWS AT 10PM	\$350.00 \$350.00	1	1
---S- 10:35P-11:05P	LF 30	ANDY GRIFFITH	\$125.00 \$125.00	1	1
---Su 06:00A-08:00A	EM 30	5 NWS SUN MORN	\$40.00 \$40.00	1	1
---Su 08:00A-09:30A	EM 30	SUNDAY MRN-CBS	\$200.00 \$200.00	1	1
---Su 09:30A-10:30A	EM 30	FACE THE NATIO	\$65.00 \$65.00	1	1
---Su 03:00P-06:00P	PT 30	NFL GAME 2	\$650.00 \$650.00	1	1
Comment: HOUSTON @ DALLAS					
---Su 10:00P-10:35P	LN 30	1ST TEAM NW-10	\$400.00 \$400.00	1	1
---Su 10:35P-11:05P	LF 30	ANDY GRIFFITH	\$125.00 \$125.00	1	1
			\$15,270.00	46	46

Monthly Totals

Month	Spots	GRP/GRIs	Dollars	CPP/CPM
	46	92.0	\$15,270.00	\$331.96
	46	92.0	\$15,270.00	\$165.98

X

757396