



**KFSM-TV**  
**318 North 13th Street**  
**Ft Smith, AR 72901**  
**(479) 783-3131**

# CONTRACT

<u>Contract / Revision</u> 391920 /		<u>Alt Order #</u> 08407301
<u>Product</u> 748/869/4565		
<u>Contract Dates</u> 10/03/16 - 10/04/16	<u>Estimate #</u> 4565	
<u>Advertiser</u> Protect AR Values		<u>Original Date / Revision</u> 09/30/16 / 10/12/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFSM-TV	<u>Account Executive</u> Ryan Holloway	<u>Sales Office</u> NSO Atlanta
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 1.00
<u>IDB#</u> 13041	<u>Advertiser Code</u> 748	<u>Product Code</u> 869
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Canal Partners Media**  
**25 Whitlock Place SW**  
**Ste 201**  
**Marietta, GA 30064**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	All	10/03/16	10/03/16	M-F 10p-1035p	10:00 PM-10:35 PM		1:00				NM	1	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	1-----	1			\$2,050.00	1.00				
N 2	All	10/03/16	10/03/16	M-F Daytime Rot	10:00 AM-12:00 PM		1:00				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:		10/03/16	10/09/16	1-----	1			\$400.00	0.00				
N 3	All	10/03/16	10/03/16	M-F 12p-1230p	12:00 PM-12:30 PM		1:00				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:		10/03/16	10/09/16	1-----	1			\$650.00	0.00				
N 4	All	10/03/16	10/03/16	M-F 430p-5p	4:30 PM-5:00 PM		1:00				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:		10/03/16	10/09/16	1-----	1			\$650.00	0.00				
N 5	All	10/03/16	10/03/16	M-F 5p-530p	5:00 PM-5:30 PM		1:00				NM	1	\$1,570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	1-----	1			\$1,570.00	0.00				
N 6	All	10/03/16	10/03/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$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:		10/03/16	10/09/16	1-----	1			\$1,200.00	0.00				
N 7	All	10/03/16	10/03/16	M-F 7a-9a	7:00 AM-9:00 AM		: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:		10/03/16	10/09/16	1-----	1			\$250.00	0.00				
N 8	All	10/03/16	10/03/16	M-F 7a-9a	7:00 AM-9:00 AM		1:00				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:		10/03/16	10/09/16	1-----	1			\$500.00	0.00				
N 9	All	10/04/16	10/04/16	M-F 1230p-1p	12:30 PM-1:00 PM		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-1-----	1			\$550.00	0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	All	10/03/16-10/09/16	M-F 1230p-1p	12:30 PM-1:00 PM	Tu-----	1:00		<del>\$550.00</del>	0.00	NM		
	Credited												
N 10	All	10/04/16	10/04/16	M-F 3p-4p	3:00 PM-4:00 PM		1:00				NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-1-----	1			\$370.00	0.00				
N 11	All	10/04/16	10/04/16	M-F 4p-430p	4:00 PM-4:30 PM		1:00				NM	1	\$370.00

(\* 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. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Contract Dates</u> <b>10/03/16 - 10/04/16</b>	<u>Product</u> 748/869/4565	<u>Estimate #</u> <b>4565</b>
<u>Advertiser</u> <b>Protect AR Values</b>		<u>Original Date / Revision</u> 09/30/16 / 10/12/16

*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:		10/03/16	10/09/16	- 1 - - - - -				1	\$370.00	0.00			
N 12	All	10/04/16	10/04/16	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	- 1 - - - - -				1	\$785.00	0.00			
N 13	All	10/04/16	10/04/16	M-F 6a-7a	6:00 AM-7:00 AM		1:00				NM	1	\$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:		10/03/16	10/09/16	- 1 - - - - -				1	\$1,050.00	0.00			
N 14	All	10/04/16	10/04/16	M-F 630p-7p	6:30 PM-7:00 PM		1:00				NM	1	\$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:		10/03/16	10/09/16	- 1 - - - - -				1	\$2,400.00	0.00			
N 15	All	10/04/16	10/04/16	M-F 7a-9a	7:00 AM-9:00 AM		: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:		10/03/16	10/09/16	- 1 - - - - -				1	\$250.00	0.00			
Totals										1.00		14	\$12,495.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/04/16	14	\$12,495.00	\$10,620.75
<b>Totals</b>	14	\$12,495.00	\$10,620.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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