



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

CONTRACT

<u>Contract / Revision</u> 387996 /		<u>Alt Order #</u> 08400700
<u>Product</u> 748/869/4541.		
<u>Contract Dates</u> 09/24/16 - 10/02/16		<u>Estimate #</u> 4541
<u>Advertiser</u> Protect AR Values		<u>Original Date / Revision</u> 09/23/16 / 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>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	09/30/16	09/30/16	CBS Morning Rotator	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:		09/26/16	10/02/16	----1--	1			\$400.00	0.00				
N 2	All	09/30/16	09/30/16	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:		09/26/16	10/02/16	----1--	1			\$650.00	0.00				
N 3	All	09/30/16	09/30/16	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:		09/26/16	10/02/16	----1--	1			\$370.00	0.00				
N 4	All	09/30/16	09/30/16	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:		09/26/16	10/02/16	----1--	1			\$650.00	0.00				
N 5	All	09/30/16	09/30/16	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:		09/26/16	10/02/16	----1--	1			\$1,570.00	0.00				
N 6	All	09/30/16	09/30/16	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:		09/26/16	10/02/16	----1--	1			\$1,050.00	0.00				
N 7	All	09/30/16	09/30/16	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:		09/26/16	10/02/16	----1--	1			\$500.00	0.00				
N 8	All	09/30/16	09/30/16	Friday Prime Hour 3	9:00 PM-10:00 PM		1:00				NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/26/16	10/02/16	----1--	1			\$2,300.00	0.00				
N 9	All	09/26/16	09/26/16	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:		09/26/16	10/02/16	1-----	1			\$2,050.00	0.00				
N 10	All	09/26/16	09/26/16	CBS Morning Rotator	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:		09/26/16	10/02/16	1-----	1			\$400.00	0.00				
N 11	All	09/26/16	09/26/16	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:		09/26/16	10/02/16	1-----	1			\$650.00	0.00				
N 12	All	09/26/16	09/26/16	M-F 3p-4p	3:00 PM-4:00 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> 09/24/16 - 10/02/16	<u>Product</u> 748/869/4541.	<u>Estimate #</u> 4541
<u>Advertiser</u> Protect AR Values		<u>Original Date / Revision</u> 09/23/16 / 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:		09/26/16	10/02/16	1-----				1	\$370.00	0.00			
N 13	All	09/26/16	09/26/16	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:		09/26/16	10/02/16	1-----				1	\$650.00	0.00			
N 14	All	09/26/16	09/26/16	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:		09/26/16	10/02/16	1-----				1	\$1,570.00	0.00			
N 15	All	09/26/16	09/26/16	M-F 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/26/16	10/02/16	1-----				1	\$1,900.00	0.00			
N 16	All	09/26/16	09/26/16	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:		09/26/16	10/02/16	1-----				1	\$1,050.00	0.00			
N 17	All	09/26/16	09/26/16	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:		09/26/16	10/02/16	1-----				1	\$500.00	0.00			
N 18	All	09/24/16	10/01/16	Sa 10p-1035p	10:00 PM-10:35 PM		1:00				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:		09/19/16	09/25/16	-----1-				1	\$1,100.00	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	09/19/16-09/25/16	Sa 10p-1035p	10:00 PM-10:35 PM	-----Sa--	1:00	\$1,100.00	0.00	NM		
		See MG 20.3,20.4,20.5,20.6,20.7,20.8											
Week:		09/26/16	10/02/16	-----1-				1	\$1,100.00	0.00			
N 19	All	09/24/16	10/01/16	Sa 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-				1	\$750.00	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	09/19/16-09/25/16	Sa 6p-630p	6:00 PM-6:30 PM	-----Sa--	1:00	\$750.00	0.00	NM		
		See MG 20.3,20.4,20.5,20.6,20.7,20.8											
Week:		09/26/16	10/02/16	-----1-				1	\$750.00	0.00			
N 20	All	09/24/16	10/01/16	Sa 7a-9a	7:00 AM-9:00 AM		1:00				NM	7	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-				1	\$300.00	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	09/19/16-09/25/16	Sa 7a-9a	7:00 AM-9:00 AM	-----Sa--	1:00	\$300.00	0.00	NM		
		See MG 20.3,20.4,20.5,20.6,20.7,20.8											
		3	All	10/01/16-10/01/16	Sa 7a-9a	7:00 AM-9:00 AM	-----Sa--	1:00	\$300.00	0.00	NM		
		Ⓜ MG for 24.1,21.1,23.1,20.1,19.1,18.1											
		4	All	10/02/16-10/02/16	Sunday Prime Hour 1	6:00 PM-7:00 PM	-----Su	1:00	\$3,000.00	0.00	NM		
		Ⓜ MG for 24.1,21.1,23.1,20.1,19.1,18.1											
		5	All	10/02/16-10/02/16	Su 6a-8a	6:00 AM-8:00 AM	-----Su	1:00	\$200.00	0.00	NM		
		Ⓜ MG for 24.1,21.1,23.1,20.1,19.1,18.1											
		6	All	09/28/16-09/28/16	M-F 10p-1035p	10p-1035p	---W-----	1:00	\$2,050.00	0.00	NM		
		Ⓜ MG for 24.1,21.1,23.1,20.1,19.1,18.1											
		7	All	09/29/16-09/29/16	M-F 7a-9a	7a-9a	----Th----	1:00	\$500.00	0.00	NM		
		Ⓜ MG for 24.1,21.1,23.1,20.1,19.1,18.1											
		8	All	09/27/16-09/27/16	M-Su 4a-4a	10:00 AM-12:00 PM	-Tu-----	1:00	\$400.00	0.00	NM		
		Ⓜ MG for 24.1,21.1,23.1,20.1,19.1,18.1											
Week:		09/26/16	10/02/16	-----1-				1	\$300.00	0.00			
N 21	All	09/25/16	10/02/16	Su 10p-1035p	10:00 PM-10:35 PM		1:00				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:		09/19/16	09/25/16	-----1				1	\$1,100.00	0.00			

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<u>Advertiser</u> Protect AR Values		<u>Original Date / Revision</u> 09/23/16 / 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>					
	<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	09/19/16-09/25/16	Su 10p-1035p	10:00 PM-10:35 PM	-----Su	1:00		\$1,100.00	0.00	NM				
See MG 20.3,20.4,20.5,20.6,20.7,20.8															
Week:	09/26/16		10/02/16	-----1				1	\$1,100.00	0.00					
N 22	All	10/02/16	10/02/16	Su 530p-6p	5:30 PM-6:00 PM		1:00				NM	1	\$750.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:	09/26/16		10/02/16	-----1				1	\$750.00	0.00					
N 23	All	09/25/16	10/02/16	Sunday Prime Hour 1	6:00 PM-7:00 PM		1:00				NM	1	\$3,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:	09/19/16		09/25/16	-----1				1	\$3,000.00	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	09/19/16-09/25/16	Sunday Prime Hour 1	6:00 PM-7:00 PM	-----Su	1:00		\$3,000.00	0.00	NM				
See MG 20.3,20.4,20.5,20.6,20.7,20.8															
Week:	09/26/16		10/02/16	-----1				1	\$3,000.00	0.00					
N 24	All	09/25/16	10/02/16	Su 6a-8a	6:00 AM-8:00 AM		1:00				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:	09/19/16		09/25/16	-----1				1	\$200.00	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	09/19/16-09/25/16	Su 6a-8a	6:00 AM-8:00 AM	-----Su	1:00		\$200.00	0.00	NM				
See MG 20.3,20.4,20.5,20.6,20.7,20.8															
Week:	09/26/16		10/02/16	-----1				1	\$200.00	0.00					
N 25	All	09/25/16	10/02/16	Su 8a-930a	8:00 AM-9:30 AM		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:	09/19/16		09/25/16	-----1				1	\$750.00	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	09/19/16-09/25/16	Su 8a-930a	8:00 AM-9:30 AM	-----Su	1:00		\$750.00	0.00	NM				
Credited															
Week:	09/26/16		10/02/16	-----1				1	\$750.00	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>				
	2	All	09/26/16-10/02/16	Su 8a-930a	8:00 AM-9:30 AM	-----Su	1:00		\$750.00	0.00	NM				
Credited															
N 26	All	09/29/16	09/29/16	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:	09/26/16		10/02/16	---1---				1	\$2,050.00	0.00					
N 27	All	09/29/16	09/29/16	CBS Morning Rotator	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:	09/26/16		10/02/16	---1---				1	\$400.00	0.00					
N 28	All	09/29/16	09/29/16	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:	09/26/16		10/02/16	---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	09/26/16-10/02/16	M-F 1230p-1p	12:30 PM-1:00 PM	----Th----	1:00		\$550.00	0.00	NM				
Credited															
N 29	All	09/29/16	09/29/16	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:	09/26/16		10/02/16	---1---				1	\$370.00	0.00					
N 30	All	09/29/16	09/29/16	5NEWS @ 4pm	4:00 PM-4:30 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:	09/26/16		10/02/16	---1---				1	\$370.00	0.00					
N 31	All	09/29/16	09/29/16	M-F 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$1,900.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					

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<u>Contract / Revision</u> 387996 /		<u>Alt Order #</u> 08400700
<u>Contract Dates</u> 09/24/16 - 10/02/16	<u>Product</u> 748/869/4541.	<u>Estimate #</u> 4541
<u>Advertiser</u> Protect AR Values		<u>Original Date / Revision</u> 09/23/16 / 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:		09/26/16	10/02/16	--- 1---				1	\$1,900.00	0.00			
N 32	All	09/29/16	09/29/16	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:		09/26/16	10/02/16	--- 1---				1	\$1,050.00	0.00			
N 33	All	09/29/16	09/29/16	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:		09/26/16	10/02/16	--- 1---				1	\$2,400.00	0.00			
N 34	All	09/27/16	09/27/16	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:		09/26/16	10/02/16	- 1-----				1	\$2,050.00	0.00			
N 35	All	09/27/16	09/27/16	CBS Morning Rotator	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:		09/26/16	10/02/16	- 1-----				1	\$400.00	0.00			
N 36	All	09/27/16	09/27/16	M-F 1230p-1p	12:30 PM-1:00 PM		1:00				NM	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:		09/26/16	10/02/16	- 1-----				1	\$550.00	0.00			
N 37	All	09/27/16	09/27/16	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:		09/26/16	10/02/16	- 1-----				1	\$370.00	0.00			
N 38	All	09/27/16	09/27/16	5NEWS @ 4pm	4:00 PM-4:30 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:		09/26/16	10/02/16	- 1-----				1	\$370.00	0.00			
N 39	All	09/27/16	09/27/16	M-F 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/26/16	10/02/16	- 1-----				1	\$1,900.00	0.00			
N 40	All	09/27/16	09/27/16	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:		09/26/16	10/02/16	- 1-----				1	\$1,050.00	0.00			
N 41	All	09/27/16	09/27/16	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:		09/26/16	10/02/16	- 1-----				1	\$2,400.00	0.00			
N 42	All	09/28/16	09/28/16	CBS Morning Rotator	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:		09/26/16	10/02/16	-- 1----				1	\$400.00	0.00			
N 43	All	09/28/16	09/28/16	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:		09/26/16	10/02/16	-- 1----				1	\$650.00	0.00			
N 44	All	09/28/16	09/28/16	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:		09/26/16	10/02/16	-- 1----				1	\$370.00	0.00			
N 45	All	09/28/16	09/28/16	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:		09/26/16	10/02/16	-- 1----				1	\$650.00	0.00			
N 46	All	09/28/16	09/28/16	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:		09/26/16	10/02/16	-- 1----				1	\$1,570.00	0.00			
N 47	All	09/28/16	09/28/16	M-F 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/26/16	10/02/16	-- 1----				1	\$1,900.00	0.00			
N 48	All	09/28/16	09/28/16	M-F 6a-7a	6:00 AM-7:00 AM		1:00				NM	1	\$1,050.00

(* 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.



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

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<u>Contract Dates</u> 09/24/16 - 10/02/16	<u>Product</u> 748/869/4541.	<u>Estimate #</u> 4541
<u>Advertiser</u> Protect AR Values		<u>Original Date / Revision</u> 09/23/16 / 10/12/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/26/16	10/02/16	-- 1----				1	\$1,050.00	0.00			
N 49	All	09/28/16	09/28/16	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:		09/26/16	10/02/16	-- 1----				1	\$500.00	0.00			
Totals										0.00		53	\$55,000.00

Time Period	# of Spots	Gross Amount	Net Amount
08/29/16 - 09/25/16	0	\$0.00	\$0.00
09/26/16 - 10/02/16	53	\$55,000.00	\$46,750.00
Totals	53	\$55,000.00	\$46,750.00

Signature: _____ **Date:** _____

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