

# CONTRACT



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

|  |                                       |  |
|--|---------------------------------------|--|
| <u>Contract / Revision</u><br>758587 /       |                                       | <u>Alt Order #</u><br>09304033                         |
| <u>Product</u><br>HUTCHINSON FOR GOV         |                                       |  |
| <u>Contract Dates</u><br>11/03/18 - 11/05/18 |                                       | <u>Estimate #</u><br>7212                              |
| <u>Advertiser</u><br>Hutchinson/A/Rep/Gov    |                                       | <u>Original Date / Revision</u><br>11/02/18 / 11/02/18 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast  | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>KFSM-TV                   | <u>Account Executive</u><br>Jay Smith | <u>Sales Office</u><br>NSO Washington                  |
| <u>Special Handling</u>                      |                                       |  |
| <u>Demographic</u><br>Adults 35+             |                                       |  |
| <u>Agy Code</u><br>1021                      | <u>Advertiser Code</u><br>412         | <u>Product 1/2</u><br>504                              |
| <u>Agency Ref</u>                            | <u>Advertiser Ref</u>                 |  |

And:

**Mentzer Media**  
 210 W Pennsylvania Ave  
 Ste 250  
 Towson, MD 21204

| *Line | Ch  | Start Date        | End Date        | Description     | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn | Type | Spots | Amount     |
|-------|-----|-------------------|-----------------|-----------------|-------------------|------|--------|-------------------|-------------|-----|------|-------|------------|
| N 1   | FSM | 11/05/18          | 11/05/18        | M-F 7a-9a       | 7:00 AM-9:00 AM   |      | :30    |                   |             |     | NM   | 1     | \$150.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 11/05/18          | 11/11/18        | 1-----          |                   |      |        | 1                 | \$150.00    |     |      |       |            |
| N 2   | FSM | 11/05/18          | 11/05/18        | Monday Prime    | 8:00 PM-9:00 PM   |      | :30    |                   |             |     | NM   | 1     | \$750.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 11/05/18          | 11/11/18        | 1-----          |                   |      |        | 1                 | \$750.00    |     |      |       |            |
| N 3   | FSM | 11/05/18          | 11/05/18        | Monday Prime    | 9:00 PM-10:00 PM  |      | :30    |                   |             |     | NM   | 1     | \$750.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 11/05/18          | 11/11/18        | 1-----          |                   |      |        | 1                 | \$750.00    |     |      |       |            |
| N 4   | FSM | 11/03/18          | 11/03/18        | College Footba  | 2:30 PM-6:00 PM   |      | :30    |                   |             |     | NM   | 1     | \$1,000.00 |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 10/29/18          | 11/04/18        | ----1-          |                   |      |        | 1                 | \$1,000.00  |     |      |       |            |
| N 5   | FSM | 11/03/18          | 11/03/18        | Various         | 7:00 PM-10:30 PM  |      | :30    |                   |             |     | NM   | 1     | \$750.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 10/29/18          | 11/04/18        | ----1-          |                   |      |        | 1                 | \$750.00    |     |      |       |            |
| N 6   | FSM | 11/04/18          | 11/04/18        | NFL Reg Ssn E   | 12:00 PM-3:30 PM  |      | :30    |                   |             |     | NM   | 1     | \$750.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 10/29/18          | 11/04/18        | -----1          |                   |      |        | 1                 | \$750.00    |     |      |       |            |
| N 7   | FSM | 11/03/18          | 11/03/18        | Sa 10p-1035p    | 10:00 PM-10:35 PM |      | :30    |                   |             |     | NM   | 1     | \$300.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 10/29/18          | 11/04/18        | -----1-         |                   |      |        | 1                 | \$300.00    |     |      |       |            |
| N 8   | FSM | 11/04/18          | 11/04/18        | Su 10p-1035p    | 10:00 PM-10:35 PM |      | :30    |                   |             |     | NM   | 1     | \$300.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 10/29/18          | 11/04/18        | -----1          |                   |      |        | 1                 | \$300.00    |     |      |       |            |
| N 9   | FSM | 11/03/18          | 11/03/18        | Sa 7a-9a        | 7:00 AM-9:00 AM   |      | :30    |                   |             |     | NM   | 1     | \$100.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 10/29/18          | 11/04/18        | -----1-         |                   |      |        | 1                 | \$100.00    |     |      |       |            |
| N 10  | FSM | 11/04/18          | 11/04/18        | Su 6a-8a        | 6:00 AM-8:00 AM   |      | :30    |                   |             |     | NM   | 1     | \$45.00    |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 10/29/18          | 11/04/18        | -----1          |                   |      |        | 1                 | \$45.00     |     |      |       |            |
| N 11  | FSM | 11/04/18          | 11/04/18        | Su 930a-1030a   | 9:30 AM-10:30 AM  |      | :30    |                   |             |     | NM   | 1     | \$150.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |     | 10/29/18          | 11/04/18        | -----1          |                   |      |        | 1                 | \$150.00    |     |      |       |            |
| N 12  | FSM | 11/05/18          | 11/05/18        | M-F 12p-1230p   | 12:00 PM-12:30 PM |      | :30    |                   |             |     | NM   | 1     | \$200.00   |

(\* 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>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week:         |     | 11/05/18          | 11/11/18        | 1-----          |                 |      |        | 1                 | \$200.00    |     |      |       |            |
| N 13          | FSM | 11/05/18          | 11/05/18        | M-F 6p-630p     | 6:00 PM-6:30 PM |      | :30    |                   |             |     | NM   | 1     | \$700.00   |
|               |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week:         |     | 11/05/18          | 11/11/18        | 1-----          |                 |      |        | 1                 | \$700.00    |     |      |       |            |
| N 14          | FSM | 11/03/18          | 11/03/18        | Sa 6p-630p      | 6:00 PM-6:30 PM |      | :30    |                   |             |     | NM   | 1     | \$250.00   |
|               |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week:         |     | 10/29/18          | 11/04/18        | -----1-         |                 |      |        | 1                 | \$250.00    |     |      |       |            |
| N 15          | FSM | 11/04/18          | 11/04/18        | Su 530p-6p      | 5:30 PM-6:00 PM |      | :30    |                   |             |     | NM   | 1     | \$250.00   |
|               |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week:         |     | 10/29/18          | 11/04/18        | -----1          |                 |      |        | 1                 | \$250.00    |     |      |       |            |
| N 16          | FSM | 11/05/18          | 11/05/18        | Monday Prime    | 7:00 PM-8:00 PM |      | :30    |                   |             |     | NM   | 1     | \$800.00   |
|               |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week:         |     | 11/05/18          | 11/11/18        | 1-----          |                 |      |        | 1                 | \$800.00    |     |      |       |            |
| <b>Totals</b> |     |                   |                 |                 |                 |      |        | 0.00              |             |     |      | 16    | \$7,245.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 10/29/18 - 11/05/18 | 16         | \$7,245.00   | (\$1,086.75) | \$6,158.25 |
| <b>Totals</b>       | 16         | \$7,245.00   | (\$1,086.75) | \$6,158.25 |

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

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