



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

[www.5newsonline.com](http://www.5newsonline.com)

# CONTRACT

And:

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

<u>Contract / Revision</u> 744439 /		<u>Alt Order #</u>
<u>Product</u> Pryor for Sentae 6/20-6/26/2014 TV 60's		
<u>Contract Dates</u> 06/20/14 - 06/26/14		<u>Estimate #</u> 490
<u>Advertiser</u> Pryor/M/Dem/US Senate		<u>Original Date / Revision</u> 06/17/14 / 06/17/14
<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 18+		
<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	06/20/14	06/26/14	5 News at 6am	6-7a		1:00				NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	----F--				1	\$1,050.00	0.00			
		Week: 06/23/14	06/29/14	---T---				1	\$1,050.00	0.00			
N 2	All	06/23/14	06/24/14	CBS This Morning	7-9am		1:00				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	MT-----				2	\$400.00	0.00			
N 3	All	06/25/14	06/25/14	5 News at Noon	12n-1230p		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: 06/23/14	06/29/14	--W----				1	\$500.00	0.00			
N 4	All	06/26/14	06/26/14	Jeopardy	430-5p		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: 06/23/14	06/29/14	---T---				1	\$500.00	0.00			
N 5	All	06/25/14	06/25/14	5 News at 5p	5-530p		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: 06/23/14	06/29/14	--W----				1	\$1,050.00	0.00			
N 6	All	06/24/14	06/24/14	5 News at 6p	6-630p		1:00				NM	1	\$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: 06/23/14	06/29/14	-T-----				1	\$1,400.00	0.00			
N 7	All	06/23/14	06/23/14	Wheel of Fortune	630-7pm		1:00				NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	M-----				1	\$1,850.00	0.00			
N 8	All	06/20/14	06/24/14	5 News at 10p	10-1035p		1:00				NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	----F--				1	\$1,850.00	0.00			
		Week: 06/23/14	06/29/14	-T-----				1	\$1,850.00	0.00			
<b>Totals</b>										0.00		11	\$11,900.00

Time Period	# of Spots	Gross Amount	Net Amount
05/26/14 - 06/26/14	11	\$11,900.00	\$10,115.00
<b>Totals</b>	11	\$11,900.00	\$10,115.00

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



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Contract / Revision	Alt Order #
744439 /	

Contract Dates	Product	Estimate #
06/20/14 - 06/26/14	Pryor for Sentae 6/20-6/24	1490

Advertiser	Original Date / Revision
Pryor/M/Dem/US Senate	06/17/14 / 06/17/14

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

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# Buy Detail Report

Revision #: Date: 6/17/2014

Client: Pryor for Senate 2014  
 Media: TV  
 Product: General  
 Market: Ft. Smith, AR  
 Estimate: 490  
 Description: Pryor for Senate 6/20-26/2014 TV 60s  
 Flight Start Date: 6/20/2014 05:00 AM  
 Flight End Date: 6/26/2014 12:00 AM  
 Survey: Nov13 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  
 Separation between spots: 60  
 Phone: 479-521-1330  
 Fax: 479-521-6579  
 Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Fri 6/20	Mon 6/23	Tue 6/24	Wed 6/25	Thu 6/26	Total Spots
<b>KFSM-TV</b>										
1	MTuWThF 6:00a-7:00a KFSM 6a News	EM	\$1,050.00	60	1				1	2
2	MTuWThF 7:00a-9:00a CBS This Morning	EM	\$400.00	60		1	1			2
3	MTuWThF 12:00p-12:30p KFSM Noon News	DT	\$500.00	60				1		1
4	MTuWThF 4:30p-5:00p Jeopardy	EF	\$500.00	60					1	1
5	MTuWThF 5:00p-5:30p KFSM 5p News	EN	\$1,050.00	60				1		1
6	MTuWThF 6:00p-6:30p KFSM 6p News	EN	\$1,400.00	60			1			1
7	MTuWThF 6:30p-7:00p Wheel of Fortune	PA	\$1,850.00	60		1				1
8	MTuWThF 10:00p-10:35p KFSM 10p News	LN	\$1,850.00	60	1		1			2
<b>Total Cost:</b>					2	2	3	2	2	
				<b>Total Spots:</b>	2	2	3	2	2	11
										11

Disclaimer:

Signature: 

744439