



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

www.5newsline.com

CONTRACT

And:

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

<u>Contract / Revision</u> 746831 /		<u>Alt Order #</u>
<u>Product</u> Pryor for Senate 10/06-10/12		
<u>Contract Dates</u> 10/06/14 - 10/12/14		<u>Estimate #</u> 498
<u>Advertiser</u> Pryor/M/Dem/US Senate		<u>Original Date / Revision</u> 07/07/14 / 07/07/14
<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	10/06/14	10/12/14	5 News @ 5am	5-6a		:30				NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/06/14	10/12/14	MTWTF--				5	\$90.00	0.00			
N 2	All	10/06/14	10/12/14	5 News at 6am	6-7a		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/06/14	10/12/14	MTWTF--				5	\$375.00	0.00			
N 3	All	10/06/14	10/12/14	CBS This Morning	7-9am		:30				NM	9	\$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: 10/06/14	10/12/14	MTWTF--				9	\$150.00	0.00			
N 4	All	10/06/14	10/12/14	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: 10/06/14	10/12/14	-----S-				1	\$60.00	0.00			
5	All	10/06/14	10/12/14	5NEW This Morning Sunday	Su 6-8a		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----S				1	\$35.00	0.00			
N 6	All	10/06/14	10/12/14	CBS Sunday Morning	8-930a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----S				1	\$150.00	0.00			
N 7	All	10/06/14	10/12/14	Rachel Ray	9-10am		:30				NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/06/14	10/12/14	-TW----				2	\$65.00	0.00			
N 8	All	10/06/14	10/12/14	Price Is Right	10-11am		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/06/14	10/12/14	M--TF--				3	\$125.00	0.00			
N 9	All	10/06/14	10/12/14	Young and the Restless	11am-12n		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/06/14	10/12/14	-TW-F--				3	\$125.00	0.00			
N 10	All	10/06/14	10/12/14	5 News at Noon	12n-1230p		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/06/14	10/12/14	M-WT---				3	\$125.00	0.00			
11	All	10/06/14	10/12/14	Bold and Beautiful	1230-1p		: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: 10/06/14	10/12/14	-T--F--				2	\$100.00	0.00			

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

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Contract / Revision	Alt Order #
746831 /	

Contract Dates	Product	Estimate #
10/06/14 - 10/12/14	Pryor for Senate 10/06-1	498

Advertiser	Original Date / Revision
Pryor/M/Dem/US Senate	07/07/14 / 07/07/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
12	All	10/06/14	10/12/14	The Talk	1-2p		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	M--T---				2	\$75.00	0.00			
13	All	10/06/14	10/12/14	Let's Make A Deal	2-3p		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TW-F--				3	\$75.00	0.00			
N 14	All	10/06/14	10/12/14	Dr Phil	3-4p		:30				NM	6	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				6	\$85.00	0.00			
N 15	All	10/06/14	10/12/14	Inside Edition	4-430pm		:30				NM	5	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				5	\$85.00	0.00			
N 16	All	10/06/14	10/12/14	Jeopardy	430-5p		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				5	\$200.00	0.00			
N 17	All	10/06/14	10/12/14	5 News at 5p	5-530p		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				5	\$375.00	0.00			
N 18	All	10/06/14	10/12/14	5 News at 6p	6-630p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				5	\$500.00	0.00			
N 19	All	10/06/14	10/12/14	5NEWS @5pm Saturday	5-530p		: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:		10/06/14	10/12/14	-----S-				1	\$125.00	0.00			
20	All	10/06/14	10/12/14	5NEWS @ 6pm Saturday	6-630p		: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:		10/06/14	10/12/14	-----S-				1	\$125.00	0.00			
21	All	10/06/14	10/12/14	5NEWS @ 530pm Sunday	Su 530-6p		: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:		10/06/14	10/12/14	-----S				1	\$125.00	0.00			
N 22	All	10/06/14	10/12/14	Wheel of Fortune	630-7pm		:30				NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				5	\$950.00	0.00			
N 23	All	10/06/14	10/12/14	Wheel of Fortune Saturday	630-7pm		:30				NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$155.00	0.00			
N 24	All	10/06/14	10/12/14	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:		10/06/14	10/12/14	M-----				1	\$1,100.00	0.00			
N 25	All	10/06/14	10/12/14	NCIS	7-8p		:30				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:		10/06/14	10/12/14	-T-----				1	\$1,400.00	0.00			
N 26	All	10/06/14	10/12/14	Person of Interest	9-10p		:30				NM	1	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-T-----				1	\$925.00	0.00			
N 27	All	10/06/14	10/12/14	Criminal Minds	8-9p		:30				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:		10/06/14	10/12/14	--W----				1	\$1,050.00	0.00			
N 28	All	10/06/14	10/12/14	Hawaii 5-0	8-9p		:30				NM	1	\$675.00

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Advertiser	Original Date / Revision
Pryor/M/Dem/US Senate	07/07/14 / 07/07/14

*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>			
Week:		10/06/14	10/12/14	----F--				1	\$675.00	0.00			
29	All	10/06/14	10/12/14	Crimetime Saturday	7-8p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$150.00	0.00			
N 30	All	10/06/14	10/12/14	48 Hours	9-10p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$375.00	0.00			
N 31	All	10/06/14	10/12/14	Madam Secretary	7-8p		:30				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:		10/06/14	10/12/14	-----S				1	\$750.00	0.00			
N 32	All	10/06/14	10/12/14	The Good Wife	8-9p		: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:		10/06/14	10/12/14	-----S				1	\$650.00	0.00			
N 33	All	10/06/14	10/12/14	5 News at 10p	10-1035p		:30				NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				5	\$650.00	0.00			
N 34	All	10/06/14	10/12/14	5 News at 10p Saturday	10-1035p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$475.00	0.00			
N 35	All	10/06/14	10/12/14	5 News at 10p Sunday	10-1035p		: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:		10/06/14	10/12/14	-----S				1	\$500.00	0.00			
N 36	All	10/06/14	10/12/14	Late Night with David Letterman	1035-1137p		:30				NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				5	\$100.00	0.00			
Totals										0.00		96	\$29,140.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/12/14	96	\$29,140.00	\$24,769.00
Totals	96	\$29,140.00	\$24,769.00

Signature: _____ Date: _____

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Buy Detail Report

Revision #: Date: 7/3/2014

Client: Pryor for Senate 2014 Estimate: 498 Vendor: KFSM-TV
 Media: TV Description: Pryor for Senate 10/6-12/2014 TV 4201 N. Shiloh Drive, Suite 169
 Product: General Flight Start Date: 10/6/2014 05:00 AM 11150 Fairfax Blvd
 Market: Ft. Smith, AR Flight End Date: 10/12/2014 12:00 AM Suite 505
 Survey: Nov13 DMA Nielsen Live+1 Fayetteville, AR 72703
 Separation between spots: 30 Buyer: Caroline Bahng Phone: 479-521-1330
 Fax: 479-521-6579
 Affiliation: CBS

Send Billing To: Screen Strategies Media

11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030
 Phone: 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon Dur	Tue 10/6	Wed 10/7	Thu 10/8	Fri 10/9	Sat 10/10	Sun 10/11	Total Spots
KFSM-TV												
1	MTuWThF 5:00a-6:00a KFSM 5a News	EM	\$90.00		30	1	1	1	1	1		5
	75% PE at LUR Per KFSM; Move to Class 4											
2	MTuWThF 6:00a-7:00a KFSM 6a News	EM	\$375.00		30	1	1	1	1	1		5
	75% PE at LUR Per KFSM; Move to Class 3											
3	MTuWThF 7:00a-9:00a CBS This Morning	EM	\$150.00		30	2	1	2	2	2		9
	75% PE at LUR Per KFSM; Move to Class 3											
4	Sa 7:00a-9:00a CBS Saturday Morn	EM	\$60.00		30					1		1
	75% PE at LUR Per KFSM; Move to Class 4											
5	Su 6:00a-8:00a Sunday 6a News	EM	\$35.00		30						1	1
	Su 8:00a-9:30a											
6	Su 8:00a-9:30a CBS Sunday Morn	EM	\$150.00		30						1	1
	75% PE at LUR Per KFSM; Move to Class 4											
7	MTuWThF 9:00a-10:00a Rachael Ray	DT	\$65.00		30		1	1				2
	Price is Right											
8	MTuWThF 10:00a-11:00a	DT	\$125.00		30	1			1	1		3
	75% PE at LUR Per KFSM; Move to Class 4											
9	MTuWThF 11:00a-12:00p Young & Restless	DT	\$125.00		30		1	1		1		3
	75% PE at LUR Per KFSM; Move to Class 4											
10	MTuWThF 12:00p-12:30p KFSM Noon News	DT	\$125.00		30	1		1	1			3
	75% PE at LUR Per KFSM; Move to Class 4											

Buy Detail Report

Revision #: Date: 7/3/2014

Client: Pryor for Senate 2014
 Media: TV
 Product: General
 Market: Ft. Smith, AR
 Estimate: 498
 Description: Pryor for Senate 10/6-12/2014 TV
 Flight Start Date: 10/6/2014 05:00 AM
 Flight End Date: 10/12/2014 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: 30
 Phone: 479-521-1330
 Fax: 479-521-6579
 Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 10/6	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Total Spots
KFSM-TV												
11	MTuWThF 12:30p-1:00p Bold & Beautiful	DT	\$100.00	30		1			1			2
12	MTuWThF 1:00p-2:00p The Talk	DT	\$75.00	30	1			1				2
13	MTuWThF 2:00p-3:00p Let's Make a Deal	DT	\$75.00	30		1	1		1			3
14	MTuWThF 3:00p-4:00p Dr. Phil	EF	\$85.00	30	1	1	1	2	1			6
15	MTuWThF 4:00p-4:30p Inside Edition	EF	\$85.00	30	1	1	1	1	1			5
16	MTuWThF 4:30p-5:00p Jeopardy	EF	\$200.00	30	1	1	1	1	1			5
17	75% PE at LUR Per KFSM; Move to Class 3 MTuWThF 5:00p-5:30p KFSM 5p News	EN	\$375.00	30	1	1	1	1	1			5
18	75% PE at LUR Per KFSM; Move to Class 3 MTuWThF 6:00p-6:30p KFSM 6p News	EN	\$500.00	30	1	1	1	1	1			5
19	75% PE at LUR Per KFSM; Move to Class 3 Sa 5:00p-5:30p Saturday 5p News	EN	\$125.00	30						1		1
20	Sa 6:00p-6:30p Saturday 6p News	EN	\$125.00	30						1		1
21	Su 5:30p-6:00p Sunday 5:30p News	EN	\$125.00	30							1	1
22	MTuWThF 6:30p-7:00p Wheel of Fortune 75% PE at LUR Per KFSM; Move to Class 1	PA	\$950.00	30	1	1	1	1	1			5

Buy Detail Report

Revision #: Date: 7/3/2014

Client: Pryor for Senate 2014
 Media: TV
 Product: General
 Market: Ft. Smith, AR
 Estimate: 498
 Description: Pryor for Senate 10/6-12/2014 TV
 Flight Start Date: 10/6/2014 05:00 AM
 Flight End Date: 10/12/2014 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: 30
 Phone: 479-521-1330
 Fax: 479-521-6579
 Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 10/6	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Total Spots
KFSM-TV												
23	Sa 6:30p-7:00p Wheel of Fortune	PA	\$155.00	30						1		1
24	75% PE at LUR Per KFSM; Move to Class 4 M 9:00p-10:00p NCIS LA	PT	\$1,100.00	30	1							1
25	75% PE at LUR Per KFSM; Move to Class 3 Tu 7:00p-8:00p NCIS	PT	\$1,400.00	30		1						1
26	75% PE at LUR Per KFSM; Move to Class 3 Tu 9:00p-10:00p Person Interest	PT	\$925.00	30		1						1
27	75% PE at LUR Per KFSM; Move to Class 3 W 8:00p-9:00p Criminal Minds	PT	\$1,050.00	30			1					1
28	75% PE at LUR Per KFSM; Move to Class 3 F 8:00p-9:00p Hawaii Five-0	PT	\$675.00	30					1			1
29	75% PE at LUR Per KFSM; Move to Class 3 Sa 7:00p-8:00p CrimeTime	PT	\$150.00	30						1		1
30	Sa 9:00p-10:00p 48 Hours	PT	\$375.00	30						1		1
31	75% PE at LUR Per KFSM; Move to Class 4 Su 7:00p-8:00p Madam Secretary	PT	\$750.00	30						1		1
	75% PE at LUR Per KFSM; Move to Class 3											

Buy Detail Report

Revision #:

Date: 7/3/2014

Client: Pryor for Senate 2014
Media: TV
Product: General
Market: Ft. Smith, AR

Estimate: 498
Description: Pryor for Senate 10/6-12/2014 TV
Flight Start Date: 10/6/2014 05:00 AM
Flight End Date: 10/12/2014 12:00 AM
Survey: Nov/13 DMA Nielsen Live+1
Buyer: Caroline Bahng

Vendor: KFSM-TV
4201 N. Shiloh Drive, Suite 169

Send Billing To: Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030
Phone: 703-272-7300

Phone: 479-521-1330
Fax: 479-521-6579
Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 10/6	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Total Spots
KFSM-TV												
32	Su 8:00p-9:00p The Good Wife	PT	\$650.00	30						1		1
	75% PE at LUR Per KFSM; Move to Class 3											
33	MTuWThF 10:00p-10:35p KFSM 10p News	LN	\$650.00	30	1	1	1	1	1			5
	75% PE at LUR Per KFSM; Move to Class 3											
34	Sa 10:00p-10:35p Saturday 10p News	LN	\$475.00	30						1		1
	75% PE at LUR Per KFSM; Move to Class 3											
35	Su 10:00p-10:35p Sunday 10p News	LN	\$500.00	30							1	1
	75% PE at LUR Per KFSM; Move to Class 3											
36	MTuWThF 10:35p-11:35p Letterman	LF	\$100.00	30	1	1	1	1	1			5
	75% PE at LUR Per KFSM; Move to Class 4											
Total Cost:					16	17	17	16	17	7	6	96
				Total Spots:	16	17	17	16	17	7	6	96
												96
												96

Signature: _____

Disclaimer:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KFSM-TV	Date: 7/3/2014
---	-----------------------

I, Screen Strategies Media,

being/on behalf of: Mark Pryor,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$24,769.00

I represent that the payment for the above described broadcast time has been furnished by:

Mark Pryor for U.S. Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bob Edwards

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

7/3/2014

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

SCREEN STRATEGIES MEDIA

MEDIA FUNDS ACCOUNT
11150 FAIRFAX BLVD
SUITE 505
FAIRFAX, VA 22030
703-272-7300

WELLS FARGO BANK, N.A.
DENVER
DENVER, CO 80274
23-7-1020

9398

7/3/2014

PAY TO THE
ORDER OF KFSM-TV

\$ **24,769.00

Twenty-Four Thousand Seven Hundred Sixty-Nine Only*****

DOLLARS

Security features. Details on back.



MEMO

Pryor for Senate 2014 (Oct 6-12, 2014)


AUTHORIZED SIGNATURE

009398 10 20000 76 30904 27737

SCREEN STRATEGIES MEDIA

MEDIA FUNDS ACCOUNT
KFSM-TV

Pryor For Senate 2014/Oct 6-12, 2014 Ft. Sm

7/3/2014

9398

24,769.00

Media Fund

Pryor for Senate 2014 (Oct 6-12, 2014)

24,769.00

Buy Detail Report

Revision #: Date: 6/20/2014

Client: Pryor for Senate 2014
 Media: TV
 Product: General
 Market: Ft. Smith, AR
 Separation between spots: 30

Estimate: 498
 Description: Pryor for Senate 10/6-12/2014 TV
 Flight Start Date: 10/6/2014 05:00 AM
 Flight End Date: 10/12/2014 12:00 AM
 Survey: Nov13 DMA Nielsen Live+1
 Buyer: Caroline Bahng

Vendor: KFSM-TV
 4201 N. Shiloh Drive, Suite 169
 Fayetteville, AR 72703
 Phone: 479-521-1330
 Fax: 479-521-6579

Affiliation: CBS

Send Billing To: Screen Strategies Media

11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030
 Phone: 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 10/6	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Total Spots
KFSM-TV												
1	MTuWThF 5:00a-6:00a KFSM 5a News	EM	\$65.00	30	1	1	1	1	1			5
2	MTuWThF 6:00a-7:00a KFSM 6a News	EM	\$225.00	30	1	1	1	1	1			5
3	MTuWThF 7:00a-9:00a CBS This Morning	EM	\$85.00	30	2	1	2	2	2			9
4	Sa 7:00a-9:00a CBS Saturday Morn	EM	\$50.00	30						1		1
5	Su 6:00a-8:00a Sunday 6a News	EM	\$35.00	30							1	1
6	Su 8:00a-9:30a CBS Sunday Morn	EM	\$125.00	30							1	1
7	MTuWThF 9:00a-10:00a Rachael Ray	DT	\$55.00	30		1		1				2
8	MTuWThF 10:00a-11:00a Price is Right	DT	\$100.00	30	1			1	1			3
9	MTuWThF 11:00a-12:00p Young & Restless	DT	\$100.00	30		1	1		1			3
10	MTuWThF 12:00p-12:30p KFSM Noon News	DT	\$95.00	30	1			1	1			3
11	MTuWThF 12:30p-1:00p Bold & Beautiful	DT	\$100.00	30		1			1			2
12	MTuWThF 1:00p-2:00p The Talk	DT	\$75.00	30	1				1			2
13	MTuWThF 2:00p-3:00p Let's Make a Deal	DT	\$75.00	30		1	1		1			3
14	MTuWThF 3:00p-4:00p Dr. Phil	EF	\$75.00	30	1	1	1	2	1			6

Buy Detail Report

Client: Pryor for Senate 2014
Media: TV
Product: General
Market: Ft. Smith, AR

Estimate: 498
Description: Pryor for Senate 10/6-12/2014 TV
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Revision #: Date: 6/20/2014

Phone: 479-521-1330
Fax: 479-521-6579
Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 10/6	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Total Spots
KFSM-TV												
15	MTuWThF 4:00p-4:30p Inside Edition	EF	\$75.00	30	1	1	1	1	1			5
16	MTuWThF 4:30p-5:00p Jeopardy	EF	\$100.00	30	1	1	1	1	1			5
17	MTuWThF 5:00p-5:30p KFSM 5p News	EN	\$250.00	30	1	1	1	1	1			5
18	MTuWThF 6:00p-6:30p KFSM 6p News	EN	\$300.00	30	1	1	1	1	1			5
19	Sa 5:00p-5:30p Saturday 5p News	EN	\$125.00	30						1		1
20	Sa 6:00p-6:30p Saturday 6p News	EN	\$125.00	30						1		1
21	Su 5:30p-6:00p Sunday 5:30p News	EN	\$125.00	30							1	1
22	MTuWThF 6:30p-7:00p Wheel of Fortune	PA	\$450.00	30	1	1	1	1	1			5
23	Sa 6:30p-7:00p Wheel of Fortune	PA	\$125.00	30						1		1
24	M 9:00p-10:00p NCIS LA	PT	\$750.00	30		1						1
25	Tu 7:00p-8:00p NCIS	PT	\$850.00	30		1						1
26	Tu 9:00p-10:00p Person Interest	PT	\$500.00	30		1						1
27	W 8:00p-9:00p Criminal Minds	PT	\$600.00	30			1					1
28	F 8:00p-9:00p Hawaii Five-0	PT	\$400.00	30					1			1

Buy Detail Report

Revision #: Date: 6/20/2014

Client: Pryor for Senate 2014
 Media: TV
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KFSM-TV												
29	Sa 7:00p-8:00p CrimeTime	PT	\$150.00	30						1		1
30	Sa 9:00p-10:00p 48 Hours	PT	\$300.00	30						1		1
31	Su 7:00p-8:00p Madam Secretary	PT	\$400.00	30							1	1
32	Su 8:00p-9:00p The Good Wife	PT	\$400.00	30							1	1
33	MTuWThF 10:00p-10:35p KFSM 10p News	LN	\$400.00	30	1	1	1	1	1			5
34	Sa 10:00p-10:35p Saturday 10p News	LN	\$350.00	30						1		1
35	Su 10:00p-10:35p Sunday 10p News	LN	\$350.00	30							1	1
36	MTuWThF 10:35p-11:35p Letterman	LF	\$85.00	30	1	1	1	1	1			5
Total Cost:					16	17	17	16	17	7	6	96
				Total Spots:	16	17	17	16	17	7	6	96
												96

Signature: _____

Disclaimer: