

**CONTRACT**

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

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

And:

**Waterfront Strategies**  
**Attention: Mike Furman**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

*Revision*

<u>Contract / Revision</u> 764832 /		<u>Alt Order #</u> 07339478
<u>Product</u> SEN MAJORTY PAC 3471		
<u>Contract Dates</u> 09/09/14 - 09/15/14		<u>Estimate #</u> 3471
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 09/10/14 / 09/11/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFSM	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8558	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<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 27	All	09/12/14	09/12/14	Rachel Ray	9-10am		:30				NM	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:		09/08/14	09/14/14	----F--				1	\$350.00	0.00			
N 28	All	09/12/14	09/12/14	Daytime (rotation)	10A-NOON		:30				NM	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:		09/08/14	09/14/14	----F--				1	\$350.00	0.00			
N 29	All	09/12/14	09/12/14	5 News at Noon	12n-1230p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/08/14	09/14/14	----F--				1	\$600.00	0.00			
N 30	All	09/12/14	09/12/14	5 News at 6p	6-630p		:30				NM	1	\$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:		09/08/14	09/14/14	----F--				1	\$1,500.00	0.00			
<b>Totals</b>										0.00		44	\$28,040.00

Time Period	# of Spots	Gross Amount	Net Amount
09/01/14 - 09/15/14	44	\$28,040.00	\$23,834.00
<b>Totals</b>	44	\$28,040.00	\$23,834.00

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

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

REP HEADLINE# 7339478 TRF# 764832 REP: TEL# 703-528-9982 FAX# 703 528 7880  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP10/14 10.0  
 \*\*\* KFSM-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/SENATE MAJORITY PAC REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES BUYER NAME MIKE FURMAN

3050 K STREET NW - SUITE 100  
 WASHINGTON, DC 20007  
 SALES PRSN WA- JAMIE ANDRUS

ORDER # \_\_\_\_\_ CONTRACT # 7339478 CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT SEN MAJORITY PAC 3471 EST#3471 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP9/14 SEP15/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP10/14 10.01

REP: TO NSA  
 FROM DAVID  
 REVISION  
 SEE LNS 27-30  
 ADDED SPOTS TO SPEND \$ FROM 7296829 7339463  
 28040 44 SPOTS  
 THANKS PLEASE CONFIRM 9/10/14

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

AGENCY ADVERTISER CODE = 163  
 AGENCY PRODUCT CODE = 173  
 AGENCY EST# = 3471

27	A		900A-1000A	30		\$350.00	9/12	9/12	1		FRI	1
PROGRAM : RACHEL RAY												
ORD COM1: MGS FROM 3470/3265												
28	A		1000A-1200N	30		\$350.00	9/12	9/12	1		FRI	1
PROGRAM : NOON PRICE												
ORD COM1: MGS FROM 3470/3265												

REP HEADLINE# 7339478 TRF# 764832  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9982  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET

FAX# 703 528 7880  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP10/14 10.0  
\*\*\* KFSM-TV \*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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29	A		1200N-100P	30		\$600.00	9/12	9/12	1		FRI	1
ORD COM1: MGS FROM 3470/3265												
30	A		600P-630P	30		\$1,500.00	9/12	9/12	1		FRI	1
ORD COM1: MGS FROM 3470/3265												

SEP/14 28040.00

CONTRACT TOTAL 28040.00  
TOTAL SPOTS 44

MARKET TOTALS \$63,100 KFSM 40% KHBS 25% KNWA 10% NHBS 5% KFTA 20% KXNW 0% NFSM 0%  
SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE