

CONTRACT

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

www.5news online.com

And:

Waterfront Strategies
3050 K Street NW
Suite 100
Washington, DC 20007

Revised

<u>Contract / Revision</u> 747454 /		<u>Alt Order #</u> 09342857
<u>Product</u> ISSUE		
<u>Contract Dates</u> 09/30/14 - 10/06/14		<u>Estimate #</u> 2851
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/02/14 / 10/02/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFSM	<u>Account Executive</u> Mike Jones	<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 13	All	09/30/14	10/03/14	M-F 1230-1p	1230-1p		:30				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:		09/29/14	10/05/14	-TWTF--				1	\$250.00	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	09/29/14-10/05/14	M-F 1230-1p	1230-1p	-TuWThF----	:30		\$250.00	0.00	NM		
	See MG 19.3, 19.4												
N 19	All	09/30/14	10/03/14	Jeopardy	430-5p		:30				NM	2	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				2	\$250.00	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	09/29/14-10/05/14	Jeopardy	430-5p	-TuWThF----	:30		\$250.00	0.00	NM		
	See MG 19.3, 19.4												
	2	All	09/29/14-10/05/14	Jeopardy	430-5p	-TuWThF----	:30		\$250.00	0.00	NM		
	See MG 19.3, 19.4												
	3	All	10/06/14-10/06/14	5 News @ 5am	5-6a	M-----	:30		\$1,300.00	0.00	NM		
	Ⓜ MG for 19.2, 13.1, 21.1, 19.1												
	4	All	10/06/14-10/06/14	5 News at 430a	430-5a	M-----	:30		\$375.00	0.00	NM		
	Ⓜ MG for 19.2, 13.1, 21.1, 19.1												
N 21	All	09/30/14	10/03/14	Wheel of Fortune	630-7pm		: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:		09/29/14	10/05/14	-TWTF--				2	\$925.00	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	09/29/14-10/05/14	Wheel of Fortune	630-7pm	-TuWThF----	:30		\$925.00	0.00	NM		
	See MG 19.3, 19.4												
E 31	All	10/03/14	10/03/14	Friday Prime	9-10p		:30				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:		09/29/14	10/05/14	----F--				1	\$1,000.00	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	09/29/14-10/05/14	Friday Prime	9-10p	-----F----	:30		\$1,000.00	0.00	NM		
	See MG 33.2												
E 33	All	10/05/14	10/05/14	Various	8-9p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----S				1	\$1,000.00	0.00			

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



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<u>Contract / Revision</u>		<u>Alt Order #</u>
747454 /		09342857
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/30/14 - 10/06/14	ISSUE	2851
<u>Advertiser</u>		<u>Original Date / Revision</u>
Senate Majority PAC		10/02/14 / 10/02/14

*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>			
	<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	09/29/14-10/05/14	Various	8-9p	-----Su	:30		\$1,000.00	0.00	NM		
			See MG 33.2										
	2	All	10/02/14-10/02/14	NFL Today Thursday Night	630p-725p	----Th----	:30		\$2,000.00	0.00	NM		
			Ⓜ MG for 31.1,33.1										
Totals										0.00		78	\$51,690.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/06/14	78	\$51,690.00	\$43,936.50
Totals	78	\$51,690.00	\$43,936.50

Signature: _____ **Date:** _____

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REP HEADLINE# 7277527 TRF# 747454 REP: TEL# 215-564-1206 FAX# 215 564 1103
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! OCT1/14 17.3:
ORDER WORKSHEET HARRIS REPORT FROM REP *** 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 SALES PRSN WA- CHERYL BLAIR
WASHINGTON, DC 20007

ORDER # CONTRACT # 7277527 CLASS: NATL. LOCAL REGIONAL
PRDCT SEN MAJ PAC 9/30 EST#2851 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES SEP30/14 OCT6/14 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT1/14 17.3:

Mon 10/6

THE FORMER REP HEADLINE WAS: 9342857

REP: TO KATHY/LIZ
FROM WES
OKD M3-4 SEE LIENS 54-56
\$51690/78X
THANKS PLEASE CONFIRM 10/1

STA:

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

KFSM-TV, FT.SMITH, AR - TAKEOVER CONTRACT

THIS IS A TELEREP TAKEOVER CONTRACT FROM KATZ CONTINENTAL EFFECTIVE
JUNE 30, 2014.

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTL
: :LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPTS
AGENCY ADVERTISER CODE = 163 AGENCY EST# = 2851
AGENCY PRODUCT CODE = 173

13 S 1230P-100P 30 9/30 10/3 0 TU-F 0
PROGRAM : BOLD&BEAUTIFUL
CON COM1: BOLD&BEAUTIFUL

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/14 17.33
MOD# 2: UNAPPROVED REV #1 \$\$\$ ***CHANGES*** ** KFSM-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	S		430P-500P	30		\$250.00	9/30	10/3	0		TU-F	0
PROGRAM : JEOPARDY												
CON COM1: JEOPARDY												
21	S		630P-700P	30		\$925.00	9/30	10/3	1		TU-F	1
PROGRAM : WHEEL-FORTUNE												
CON COM1: WHEEL-FORTUNE												
55	A		500A-600A	30		\$1,300.00	10/6	10/6	1		MON	1
PROGRAM : SNEWS THIS MORNING												
ORD COM1: N/A PER PRE-EMPT REPORT...CHERYL 10/1												
THIS IS A MAKE-GOOD FOR SEP30 ON LINE-21 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR SEP30 ON LINE-13 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR SEP30 ON LINE-19 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR SEP30 ON LINE-19 FOR 1 SPOT/WK												
56	A		430A-459A	30		\$375.00	10/6	10/6	1		MON	1
PROGRAM : SNEWS THIS MORNING												
ORD COM1: N/A PER PRE-EMPT REPORT...CHERYL 10/1												
PART OF A MAKEGOOD MADE UP OF LINES 55-56												
53	S		630P-700P	30		\$2,000.00	10/2	10/2	0		THU	0
PROGRAM : NFL PRE GAME												
ORD COM1: MG PER CHERYL/KATHY EMAIL...CHERYL 10/1												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-30 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT5 ON LINE-32 FOR 1 SPOT/WK												
54	A		630P-730P	30		\$2,000.00	10/2	10/2	1		THU	1
PROGRAM : NFL THURS NIGHT KICKOFF												
ORD COM1: HELLO-I CORRECTED THE TP TO MATCH THE PROGRAM TIME, 630-730P. THANKS,												
ORD COM2: KATHY												
THIS IS A MAKE-GOOD FOR OCT2 ON LINE-53 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M3	OK'D		BUY#53									
MISSED: THU/630P-700P OCT2 30S \$2,000.00 (OCT1/14)												
OFFER: THU/630P-730P OCT2 30S \$2,000.00 PLS ADVISE.												
CMT: HELLO-I CORRECTED THE TP TO MATCH THE PROGRAM TIME, 630-730P. THANKS,												
CMT: KATHY												

