



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

www.5newsonline.com

CONTRACT

<u>Contract / Revision</u> 743282 /		<u>Alt Order #</u> 09346590
<u>Product</u> ISSUE		
<u>Contract Dates</u> 06/16/14 - 06/22/14		<u>Estimate #</u> 103
<u>Advertiser</u> Republican Governors Assoc		<u>Original Date / Revision</u> 06/13/14 / 06/13/14
<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> 8281	<u>Advertiser Code</u> 2	<u>Product Code</u> 2
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

PinPoint Media, Inc
Attention: Nicole Meade
163 West Main Street
Dothan, AL 36301

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	All	06/16/14	06/16/14	Early Show	7-9a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	M-----				2	\$200.00	0.00			
N 2	All	06/17/14	06/17/14	Early Show	7-9a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	-T-----				2	\$200.00	0.00			
N 3	All	06/18/14	06/18/14	Early Show	7-9am		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	--W----				2	\$200.00	0.00			
N 4	All	06/19/14	06/19/14	Early Show	7-9am		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	---T---				2	\$200.00	0.00			
N 5	All	06/20/14	06/20/14	Early Show	7-9a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	----F--				2	\$200.00	0.00			
N 6	All	06/21/14	06/21/14	Various	Sa 7-9a		:30				NM	2	\$230.00
		<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	-----S-				2	\$115.00	0.00			
N 7	All	06/16/14	06/16/14	CBS Daytime	10am-12n		:30				NM	1	\$225.00
		<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	M-----				1	\$225.00	0.00			
N 8	All	06/17/14	06/17/14	CBS Daytime	10am-12n		:30				NM	1	\$225.00
		<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	-T-----				1	\$225.00	0.00			
N 9	All	06/18/14	06/18/14	CBS Daytime	10am-12n		:30				NM	1	\$225.00
		<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	--W----				1	\$225.00	0.00			
N 10	All	06/19/14	06/19/14	CBS Daytime	10am-12n		:30				NM	1	\$225.00
		<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	---T---				1	\$225.00	0.00			
N 11	All	06/20/14	06/20/14	CBS Daytime	10am-12n		:30				NM	1	\$225.00
		<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	\$225.00	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 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>
743282 /	09346590

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/16/14 - 06/22/14	ISSUE	103

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Governors As	06/13/14 / 06/13/14

*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>			
N 12	All	06/16/14	06/16/14	Jeopardy	430-5p		:30				NM	1	\$250.00
		<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	M-----				1	\$250.00	0.00			
N 13	All	06/17/14	06/17/14	Jeopardy	430-5p		:30				NM	1	\$250.00
		<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	-T-----				1	\$250.00	0.00			
N 14	All	06/18/14	06/18/14	Jeopardy	430-5p		:30				NM	1	\$250.00
		<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	--W----				1	\$250.00	0.00			
N 15	All	06/19/14	06/19/14	Jeopardy	430-5p		:30				NM	1	\$250.00
		<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	---T---				1	\$250.00	0.00			
N 16	All	06/20/14	06/20/14	Jeopardy	430-5p		:30				NM	1	\$250.00
		<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	\$250.00	0.00			
N 17	All	06/16/14	06/16/14	5 News at 5p	5-530p		:30				NM	1	\$525.00
		<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	M-----				1	\$525.00	0.00			
N 18	All	06/17/14	06/17/14	5 News at 5p	5-530p		:30				NM	1	\$525.00
		<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	-T-----				1	\$525.00	0.00			
N 19	All	06/18/14	06/18/14	5 News at 5p	5-530p		:30				NM	1	\$525.00
		<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	--W----				1	\$525.00	0.00			
N 20	All	06/19/14	06/19/14	5 News at 5p	5-530p		:30				NM	1	\$525.00
		<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	---T---				1	\$525.00	0.00			
N 21	All	06/20/14	06/20/14	5 News at 5p	5-530p		:30				NM	1	\$525.00
		<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	\$525.00	0.00			
N 22	All	06/16/14	06/16/14	5 News at 6p	6-630p		:30				NM	1	\$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	M-----				1	\$700.00	0.00			
N 23	All	06/17/14	06/17/14	5 News at 6p	6-630p		:30				NM	1	\$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	-T-----				1	\$700.00	0.00			
N 24	All	06/18/14	06/18/14	5 News at 6p	6-630p		:30				NM	1	\$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	--W----				1	\$700.00	0.00			
N 25	All	06/19/14	06/19/14	5 News at 6p	6-630p		:30				NM	1	\$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	---T---				1	\$700.00	0.00			
N 26	All	06/20/14	06/20/14	5 News at 6p	6-630p		:30				NM	1	\$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	\$700.00	0.00			
N 27	All	06/21/14	06/21/14	Various	6-630p		:30				NM	1	\$325.00
		<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	-----S-				1	\$325.00	0.00			
N 28	All	06/22/14	06/22/14	Su 530p News	Su 530-6p		:30				NM	1	\$325.00

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ORDER WORKSHEET

Rep Order# 9346590
EC'd Yes

Ver# 3

Status Revised

Traffic Order# 743282

Last Received:
Showing Buylines:

Printed: 06/13/14 5:04 PM
06/13/14 4:12 PM
All Rep Changes

1 of 2

Station KFSM-TV FT. SMITH
Advertiser (RGA) REPUB GOVERNORS ASSO
Product ISSUE
Estimate# 103
Buyer Nicole Meade

Agency (PINP) PINPOINT MEDIA
1707 OSAGE ST, #103
ALEXANDRIA, VA 22302
Agency C/P1/P2/E 2/2/103
Flight Dates 06/16/14-06/22/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (MJO) MIKE JONES
Sales Assistant JACOB
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER SEE LNS 32 & 34 FOR REVISED RATES SEE LNS 33 & 35 FOR SPOTS CNX SEE LNS 39-40 FOR SPOTS ADDED TO SKED NCIT PLUS CFM T/R JACOB

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
32*	F	8P-9P	HAWAII FIVE-O	30	-	-	\$1,000.00	06/20-06/20	1	1	\$1,000.00
			Sales remark: V3 800 TO 1000								
			V3 Comment Changed, Rate Changed								
33*	F	9P-10P	BLUE BLOODS	30	-	-	\$800.00	06/20-06/20	0	0	\$0.00
			Sales remark: V3 SPOT CNX								
			V3 Comment Changed, Spots/week Changed								
34*	Sa	7P-8P	COMEDYTIME SATURDAY	30	-	-	\$400.00	06/21-06/21	1	1	\$400.00
			Sales remark: V3 325 TO 400								
			V3 Comment Changed, Rate Changed								
35*	Sa	7P-8P	CRIMETIME SATURDAY	30	-	-	\$325.00	06/21-06/21	0	0	\$0.00
			Sales remark: V3 SPOT PREEMPTED								
			V3 Comment Changed, Spots/week Changed								
39*	M-F	6A-7A	AM NEWS	30	-	-	\$525.00	06/16-06/20	1	1	\$525.00
			Sales remark: V3 MG LN DUE TO REVISED RATES ON LNS 32-35.								
			V3 Added								

ORDER WORKSHEET

Rep Order# 9346590 Ver# 3 Status Revised Traffic Order# 743282 Printed: 06/13/14 5:04 PM 2 of 2
 EC'd Yes Last Received: 06/13/14 4:12 PM
 Showing Buylines: All Rep Changes

Station KFSM-TV FT. SMITH
 Advertiser (RGA) REPUB GOVERNORS ASSO
 Product ISSUE
 Estimate# 103
 Buyer Nicole Mcade
 Agency (PINP) PINPOINT MEDIA
 1707 OSAGE ST, #103
 ALEXANDRIA, VA 22302
 Agency C/P1/P2/E 2/2/103
 Flight Dates 06/16/14-06/22/14
 Rep Firm KATZ CONTINENTAL
 Sales Office (DC) WASHINGTON
 Salesperson (MJO) MIKE JONES
 Sales Assistant JACOB
 Salesperson Phone# 202-872-5880
 Salesperson Fax# 202-872-0263

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
40*	Sa	5P-530P	SAT 5P NEWS	30	-	-	\$325.00	06/21-06/21	1	1	\$325.00
Sales remark: V3 MG LN DUE TO REVISED RATES ON LNS 32-35. V3 Added											

---REPORT TOTALS---

Report Totals: 4 / \$2,250.00

---SALES MONTHLY TOTALS---

Jun2014: 44 / \$18,205.00

Order Totals: 44 / \$18,205.00

---COMPETITIVE---

Market Totals \$28,896.83
 Total GRPs: 0.0

CABL	.00%	KFSM	63.00%	KPTA	.00%	KHBS	19.00%	KNWA	18.00%
KXNW	.00%	NFSM	.00%	NHBS	.00%	NXNW	.00%	RFSM	.00%

Books [FEB13]
 Demos RA35+

---CREDIT RISK---

STANDARD CREDIT TERMS