

# CONTRACT



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

www.5newsline.com

And:

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

<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>

*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> 743282 /	<u>Alt Order #</u> 09346590
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<u>Contract Dates</u> 06/16/14 - 06/22/14	<u>Product</u> ISSUE	<u>Estimate #</u> 103
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<u>Advertiser</u> Republican Governors As	<u>Original Date / Revision</u> 06/13/14 / 06/13/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
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 Ver# 3 Status Revised Traffic Order# 743282 Last Received: 06/13/14 4:12 PM Printed: 06/13/14 5:04 PM 2 of 2  
 EC'd Yes 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

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

Books [FEB13]  
 Demos RA35+

--- CREDIT RISK ---  
 STANDARD CREDIT TERMS