



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

www.5news online.com

# CONTRACT

<u>Contract / Revision</u> 760540 /		<u>Alt Order #</u> 07322247
<u>Product</u> CROSSROADS GPS 2003		
<u>Contract Dates</u> 08/20/14 - 08/29/14		<u>Estimate #</u> 2003
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/19/14 / 08/20/14
<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> 8621	<u>Advertiser Code</u> 101	<u>Product Code</u> 218
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Main Street Media Group**  
**P.O. Box 25093**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	All	08/22/14	08/22/14	Late Night with David Letterman	1035-1137p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/18/14	08/24/14	----1--				1	\$200.00	0.00			
N 2	All	08/22/14	08/22/14	Daytime (rotation)	10a-Noon		: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:		08/18/14	08/24/14	----1--				1	\$225.00	0.00			
N 3	All	08/22/14	08/22/14	5 News at 6p	6-630p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/18/14	08/24/14	----1--				1	\$800.00	0.00			
N 4	All	08/22/14	08/22/14	Early Show	7-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/18/14	08/24/14	----1--				1	\$200.00	0.00			
N 5	All	08/25/14	08/25/14	Inside Edition	4-430pm		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	1-----				1	\$200.00	0.00			
N 6	All	08/25/14	08/25/14	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:		08/25/14	08/31/14	1-----				1	\$525.00	0.00			
N 7	All	08/25/14	08/25/14	Wheel of Fortune	630-7pm		:30				NM	1	\$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:		08/25/14	08/31/14	1-----				1	\$1,000.00	0.00			
N 8	All	08/25/14	08/25/14	Early Show	7-9am		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	1-----				1	\$200.00	0.00			
N 9	All	08/21/14	08/28/14	Late Night with David Letterman	1035-1137p		: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:		08/18/14	08/24/14	---1---				1	\$200.00	0.00			
Week:		08/25/14	08/31/14	---1---				1	\$200.00	0.00			
N 10	All	08/21/14	08/28/14	Daytime (rotation)	10a-Noon		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/18/14	08/24/14	---1---				1	\$225.00	0.00			
Week:		08/25/14	08/31/14	---1---				1	\$225.00	0.00			
N 11	All	08/21/14	08/21/14	Inside Edition	4-430pm		:30				NM	1	\$200.00

(\* 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.



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

www.5newsonline.com

Contract / Revision		Alt Order #
760540 /		07322247
Contract Dates	Product	Estimate #
08/20/14 - 08/29/14	CROSSROADS GPS 20	2003
Advertiser		Original Date / Revision
Crossroads GPS		08/19/14 / 08/20/14

*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:		08/18/14	08/24/14	---1---				1	\$200.00	0.00			
N 12	All	08/21/14	08/21/14	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:		08/18/14	08/24/14	---1---				1	\$525.00	0.00			
N 13	All	08/28/14	08/28/14	5 News at 6p	6-630p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	---1---				1	\$800.00	0.00			
N 14	All	08/21/14	08/21/14	Wheel of Fortune	630-7pm		:30				NM	1	\$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:		08/18/14	08/24/14	---1---				1	\$1,000.00	0.00			
N 15	All	08/21/14	08/28/14	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:		08/18/14	08/24/14	---1---				1	\$200.00	0.00			
Week:		08/25/14	08/31/14	---1---				1	\$200.00	0.00			
N 16	All	08/26/14	08/26/14	Late Night with David Letterman	1035-1137p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	-1-----				1	\$200.00	0.00			
N 17	All	08/26/14	08/26/14	Daytime (rotation)	10a-Noon		: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:		08/25/14	08/31/14	-1-----				1	\$225.00	0.00			
N 18	All	08/26/14	08/26/14	5 News at Noon	12n-1230p		: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:		08/25/14	08/31/14	-1-----				1	\$250.00	0.00			
N 19	All	08/26/14	08/26/14	5 News at 6p	6-630p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	-1-----				1	\$800.00	0.00			
N 20	All	08/26/14	08/26/14	Early Show	7-9am		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	-1-----				1	\$200.00	0.00			
N 21	All	08/29/14	08/29/14	Late Night with David Letterman	1035-1137p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	----F--				1	\$200.00	0.00			
N 22	All	08/29/14	08/29/14	Daytime (rotation)	10a-Noon		: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:		08/25/14	08/31/14	----F--				1	\$225.00	0.00			
N 23	All	08/27/14	08/27/14	Inside Edition	4-430pm		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	--1----				1	\$200.00	0.00			
N 24	All	08/27/14	08/27/14	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:		08/25/14	08/31/14	--1----				1	\$525.00	0.00			
N 25	All	08/29/14	08/29/14	5 News at 6p	6-630p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	----F--				1	\$800.00	0.00			
N 26	All	08/25/14	08/29/14	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:		08/25/14	08/31/14	--1-1--				2	\$200.00	0.00			
<b>Totals</b>										<b>0.00</b>		<b>30</b>	<b>\$11,150.00</b>

(\* 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.



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

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

<u>Contract / Revision</u>		<u>Alt Order #</u>
760540 /		07322247
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/20/14 - 08/29/14	CROSSROADS GPS 20	2003
<u>Advertiser</u>		<u>Original Date / Revision</u>
Crossroads GPS		08/19/14 / 08/20/14

Time Period	# of Spots	Gross Amount	Net Amount
07/28/14 - 08/29/14	30	\$11,150.00	\$9,477.50
<b>Totals</b>	<b>30</b>	<b>\$11,150.00</b>	<b>\$9,477.50</b>

**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.

E-ORDER#: 957220 (REV 0) AGY#3446162 HDLN#: 7322247 (MOD 0.0) TRAFFIC#: 760540

STATION: KFSM-TV FT. SMITH-FAY-SPRNGD DATES: AUG20/14 - AUG28/14 SALESPERSON: JAMIE ANDRUS

AGENCY: MAIN STREET MEDIA GROUP PROD1: CROSSROADS GPS 2003 EST#: 2003

ADVERTISER: ISS/CROSSROADS GPS PROD2: DEMO: RA35+

BUYER: MICHELLE SANTUOSO TEL #:

MOD CODE	BUY LINE	DAY/TIME	LENGTH	RATE	STARTING DATE	ENDING DATE	# OF WKS	SPT/ WEEK	TOTAL SPOTS	TOTAL DOLLARS	PROGRAM NAME	REP: RA35+	LAST ACTIVITY	LAST MOD/REV
##CASH														
	1	FRI/1035-1137P	30S	\$200	AUG22/14	AUG22/14	1	1	1	\$200	LATE SHOW-LETTERMAN	0.0	AUG19/14	REV #0: A
	2	FRI/10A-12N	30S	\$225	AUG22/14	AUG22/14	1	1	1	\$225	PRICE IS RIGHT/YOUNG & THE RESTLES	0.0	AUG19/14	REV #0: A
	3	FRI/6-630P	30S	\$800	AUG22/14	AUG22/14	1	1	1	\$800	5NEWS AT 6	0.0	AUG19/14	REV #0: A
	4	FRI/7-9A	30S	\$200	AUG22/14	AUG22/14	1	1	1	\$200	CBS THIS MORNING	0.0	AUG19/14	REV #0: A
	5	MON/4-430P	30S	\$200	AUG25/14	AUG25/14	1	1	1	\$200	INSIDE EDITION	0.0	AUG19/14	REV #0: A
	6	MON/5-530P	30S	\$525	AUG25/14	AUG25/14	1	1	1	\$525	5NEWS AT 5	0.0	AUG19/14	REV #0: A
	7	MON/630-7P	30S	\$1,000	AUG25/14	AUG25/14	1	1	1	\$1,000	WHEEL OF FORTUNE	0.0	AUG19/14	REV #0: A
	8	MON/7-9A	30S	\$200	AUG25/14	AUG25/14	1	1	1	\$200	CBS THIS MORNING	0.0	AUG19/14	REV #0: A
	9	THU/1035-1137P	30S	\$200	AUG21/14	AUG28/14	2	1	2	\$400	LATE SHOW-LETTERMAN	0.0	AUG19/14	REV #0: A
	10	THU/10A-12N	30S	\$225	AUG21/14	AUG28/14	2	1	2	\$450	PRICE IS RIGHT/YOUNG & THE RESTLES	0.0	AUG19/14	REV #0: A
	11	THU/4-430P	30S	\$200	AUG21/14	AUG21/14	1	1	1	\$200	INSIDE EDITION	0.0	AUG19/14	REV #0: A
	12	THU/5-530P	30S	\$525	AUG21/14	AUG21/14	1	1	1	\$525	5NEWS AT 5	0.0	AUG19/14	REV #0: A
	13	THU/6-630P	30S	\$800	AUG28/14	AUG28/14	1	1	1	\$800	5NEWS AT 6	0.0	AUG19/14	REV #0: A
	14	THU/630-7P	30S	\$1,000	AUG21/14	AUG21/14	1	1	1	\$1,000	WHEEL OF FORTUNE	0.0	AUG19/14	REV #0: A
	15	THU/7-9A	30S	\$200	AUG21/14	AUG28/14	2	1	2	\$400	CBS THIS MORNING	0.0	AUG19/14	REV #0: A
	16	TUE/1035-1137P	30S	\$200	AUG26/14	AUG26/14	1	1	1	\$200	LATE SHOW-LETTERMAN	0.0	AUG19/14	REV #0: A
	17	TUE/10A-12N	30S	\$225	AUG26/14	AUG26/14	1	1	1	\$225	PRICE IS RIGHT/YOUNG & THE RESTLES	0.0	AUG19/14	REV #0: A
	18	TUE/12N-1P	30S	\$250	AUG26/14	AUG26/14	1	1	1	\$250	5NEWS AT NOON	0.0	AUG19/14	REV #0: A
	19	TUE/6-630P	30S	\$800	AUG26/14	AUG26/14	1	1	1	\$800	5NEWS AT 6	0.0	AUG19/14	REV #0: A
	20	TUE/7-9A	30S	\$200	AUG26/14	AUG26/14	1	1	1	\$200	CBS THIS MORNING	0.0	AUG19/14	REV #0: A

E-ORDER#: 957220 (REV 0) AGY#3446162 HDLN#: 7322247 (MOD 0.0)  
STATION: KFSM-TV FT. SMITH-FAY-SPRNGD DATES: AUG20/14 - AUG28/14

TRAFFIC#: 760540  
SALESPERSON: JAMIE ANDRUS

MOD CODE	BUY LINE	DAY/TIME	LENGTH	RATE	STARTING DATE	ENDING DATE	# OF WKS	SPT/ WEEK	TOTAL SPOTS	TOTAL DOLLARS	PROGRAM NAME	REP: RA35+	LAST ACTIVITY	LAST MOD/REV
	21	WED/1035-1137P	30S	\$200	AUG20/14	AUG20/14	1	1	1	\$200	LATE SHOW-LETTERMAN	0.0	AUG19/14	REV #0: A
	22	WED/10A-12N	30S	\$225	AUG20/14	AUG20/14	1	1	1	\$225	PRICE IS RIGHT/YOUNG & THE RESTLES	0.0	AUG19/14	REV #0: A
	23	WED/4-430P	30S	\$200	AUG27/14	AUG27/14	1	1	1	\$200	INSIDE EDITION	0.0	AUG19/14	REV #0: A
	24	WED/5-530P	30S	\$525	AUG27/14	AUG27/14	1	1	1	\$525	5NEWS AT 5	0.0	AUG19/14	REV #0: A
	25	WED/6-630P	30S	\$800	AUG20/14	AUG20/14	1	1	1	\$800	5NEWS AT 6	0.0	AUG19/14	REV #0: A
	26	WED/7-9A	30S	\$200	AUG20/14	AUG27/14	2	1	2	\$400	CBS THIS MORNING	0.0	AUG19/14	REV #0: A
TOTAL 30 SPOTS FOR:												0.0		
MONTHLY ESTIMATE DOLLARS:													AUG/14	

## **Buchanan, Kathy**

---

**From:** Andrus, Jamie (CMG-REP) <jandrus@trep.com>  
**Sent:** Tuesday, August 19, 2014 3:09 PM  
**To:** Buchanan, Kathy; LaCrue, Mark  
**Subject:** RE: \*NEW Crossroads GPS Orders in AE Inbox\*

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Kathy

I asked Greg what the problem is, he said he need to put the full date with the offer (ex. 8/19/14)

Does this help?

---

**From:** Buchanan, Kathy [<mailto:Kathy.Buchanan@KFSM.com>]  
**Sent:** Tuesday, August 19, 2014 3:52 PM  
**To:** Andrus, Jamie (CMG-REP); LaCrue, Mark  
**Subject:** RE: \*NEW Crossroads GPS Orders in AE Inbox\*

Jamie,

Hey I just tried sending it through ML, but I think since I am trying to MG past the end date, it won't let me.

I would like to move 21, 22, 25 to 8/29 STP.

Thanks,  
Kathy

---

**From:** Andrus, Jamie (CMG-REP) [<mailto:jandrus@trep.com>]  
**Sent:** Tuesday, August 19, 2014 2:12 PM  
**To:** Buchanan, Kathy; LaCrue, Mark  
**Subject:** RE: \*NEW Crossroads GPS Orders in AE Inbox\*

Yes we can move them. Do you want to send back through Media Line telling us where to move them?

---

**From:** Buchanan, Kathy [<mailto:Kathy.Buchanan@KF5M.com>]  
**Sent:** Tuesday, August 19, 2014 3:04 PM  
**To:** Andrus, Jamie (CMG-REP); LaCrue, Mark  
**Subject:** RE: \*NEW Crossroads GPS Orders in AE Inbox\*

Jamie,

Due to tight inventory and deadlines, can we move the 3 spots from tomorrow and place them at the end of the contract 8/29? Or you can place them on different day/program.

Please let me know.

Thanks,  
Kathy

---

**From:** Andrus, Jamie (CMG-REP) [<mailto:jandrus@trep.com>]  
**Sent:** Tuesday, August 19, 2014 10:17 AM  
**To:** Buchanan, Kathy; LaCrue, Mark  
**Subject:** FW: \*NEW Crossroads GPS Orders in AE Inbox\*  
**Importance:** High

New Crossroads GPS order  
KF5M \$11,150

Sending to you soon

Thanks!

---

**From:** Michelle [<mailto:michelle@msmg.tv>]  
**Sent:** Tuesday, August 19, 2014 11:05 AM  
**To:** Andrus, Jamie (CMG-REP); Hansen, Mica (CMG-HRP); 'alexandra.bradley@msmtvsales.com'; 'Michael.jones@continentaltvsales.com'; Waskie, Kristen (CMG-TeleRep); Stack, PJ; Alex.Roth@FOXTV.COM; Votta, Justin (CMG-REP); 'Stephen Adams - Millenium'; 'SCUTARI, JAMES ([JAMES.SCUTARI@msmtvsales.com](mailto:JAMES.SCUTARI@msmtvsales.com))'; 'jan.fox@continentaltvsales.com'; Demby, Ashley (CMG-HRP)  
**Subject:** \*NEW Crossroads GPS Orders in AE Inbox\*  
**Importance:** High

Good morning,

NEW Arkansas add on orders for **Crossroads GPS** flight **8/20-8/28, Estimate #2003** are in your AE inbox. Please confirm via email with \$\$ totals as soon as possible. If you have any questions, please let me know.

Thank you,

**Michelle Santuoso**  
Main Street Media Group  
PO Box 25093  
Alexandria, VA 22313  
Phone: 703-485-0398  
Fax: 703-672-0801