

# CONTRACT



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

www.5newsonline.com

And:

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

<u>Contract / Revision</u> 738488 /		<u>Alt Order #</u> 09338298
<u>Product</u> ISSUE		
<u>Contract Dates</u> 06/03/14 - 06/12/14		<u>Estimate #</u> 1738
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 05/21/14 / 05/21/14
<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> 8621	<u>Advertiser Code</u> 94	<u>Product Code</u> 216
<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	06/03/14	06/03/14	5 News @ 5am	5-6a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	-T-----				1	\$175.00	0.00			
N 2	All	06/05/14	06/05/14	5 News @ 5am	5-6a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	---T---				1	\$175.00	0.00			
N 3	All	06/09/14	06/09/14	5 News @ 5am	5-6a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/09/14	06/15/14	M-----				1	\$175.00	0.00			
N 4	All	06/11/14	06/11/14	5 News @ 5am	5-6a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/09/14	06/15/14	--W----				1	\$175.00	0.00			
N 5	All	06/04/14	06/04/14	5 News at 6am	6-7a		: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:		06/02/14	06/08/14	--W----				1	\$525.00	0.00			
N 6	All	06/06/14	06/06/14	5 News at 6am	6-7a		: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:		06/02/14	06/08/14	----F--				1	\$525.00	0.00			
N 7	All	06/10/14	06/10/14	5 News at 6am	6-7a		: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:		06/09/14	06/15/14	-T-----				1	\$525.00	0.00			
N 8	All	06/12/14	06/12/14	5 News at 6a Sponsor	6a News Sponsor		: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:		06/09/14	06/15/14	---T---				1	\$525.00	0.00			
N 9	All	06/03/14	06/03/14	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:		06/02/14	06/08/14	-T-----				1	\$200.00	0.00			
N 10	All	06/04/14	06/04/14	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:		06/02/14	06/08/14	--W----				1	\$200.00	0.00			
N 11	All	06/05/14	06/05/14	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:		06/02/14	06/08/14	---T---				1	\$200.00	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. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u> 738488 /	<u>Alt Order #</u> 09338298
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<u>Contract Dates</u> 06/03/14 - 06/12/14	<u>Product</u> ISSUE	<u>Estimate #</u> 1738
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<u>Advertiser</u> American Crossroads	<u>Original Date / Revision</u> 05/21/14 / 05/21/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 62	All	06/07/14	06/07/14	Various	5-530p		: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:		06/02/14	06/08/14	-----S-				1	\$325.00	0.00			
N 63	All	06/07/14	06/07/14	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:		06/02/14	06/08/14	-----S-				1	\$325.00	0.00			
N 64	All	06/07/14	06/07/14	Wheel of Fortune	630-7pm		: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:		06/02/14	06/08/14	-----S-				1	\$325.00	0.00			
N 65	All	06/07/14	06/07/14	Saturday Prime	9-10p		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	-----S-				1	\$625.00	0.00			
N 66	All	06/07/14	06/07/14	5 News at 10p	10-1035p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	-----S-				1	\$750.00	0.00			
N 67	All	06/08/14	06/08/14	CBS Sunday Morning	8-930a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	-----S				1	\$50.00	0.00			
N 68	All	06/08/14	06/08/14	Su 6-8a	Su 6-8a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	-----S				1	\$100.00	0.00			
N 69	All	06/08/14	06/08/14	CBS Sunday Morning	8-930a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	-----S				1	\$300.00	0.00			
N 70	All	06/08/14	06/08/14	Face the Nation	930-10a		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	-----S				1	\$125.00	0.00			
N 71	All	06/08/14	06/08/14	Su 530p News	Su 530-6p		: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:		06/02/14	06/08/14	-----S				1	\$325.00	0.00			
N 72	All	06/08/14	06/08/14	CBS Prime	7-10p/6-10p		: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:		06/02/14	06/08/14	-----S				1	\$1,000.00	0.00			
N 73	All	06/08/14	06/08/14	5 News at 10p	10-1035p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	-----S				1	\$750.00	0.00			
<b>Totals</b>											0.00	73	\$36,190.00

Time Period	# of Spots	Gross Amount	Net Amount
05/26/14 -06/12/14	73	\$36,190.00	\$30,761.50
<b>Totals</b>	73	\$36,190.00	\$30,761.50

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

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ORDER WORKSHEET

Rep Order# 9338298 Ver# 1 Status New  
 EC'd Yes

Traffic Order#

738188

Printed: 05/21/14 1:56 PM  
 Last Received: 05/20/14 3:20 PM  
 Showing Buylines: All Lines

1 of 6

Station KFSM-TV FT. SMITH  
 Advertiser (ACRS) AMERICAN CROSSROADS  
 Product ISSUE  
 Estimate# 1738  
 Buyer Michelle Santuoso

Agency (MSG) MAIN STREET MEDIA GROUP  
 PO BOX 25093  
 ALEXANDRIA, VA 22313  
 Agency C/P1/P2/E 94/216/1738  
 Flight Dates 06/03/14-06/12/14

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 ---

NEW ORDER ISSUE - AMERICAN CROSSROADS SHARES ARE EST PLS CFM T/R JACOB

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu	5A-6A	5NEWS AT 5AM	30	-	-	\$175.00	06/03-06/03	1	1	\$175.00
2	Th	5A-6A	5NEWS AT 5AM	30	-	-	\$175.00	06/05-06/05	1	1	\$175.00
3	M	5A-6A	5NEWS AT 5AM	30	-	-	\$175.00	06/09-06/09	1	1	\$175.00
4	W	5A-6A	5NEWS AT 5AM	30	-	-	\$175.00	06/11-06/11	1	1	\$175.00
5	W	6A-7A	5NEWS AT 6AM	30	-	-	\$525.00	06/04-06/04	1	1	\$525.00
6	F	6A-7A	5NEWS AT 6AM	30	-	-	\$525.00	06/06-06/06	1	1	\$525.00
7	Tu	6A-7A	5NEWS AT 6AM	30	-	-	\$525.00	06/10-06/10	1	1	\$525.00
8	Th	6A-7A	5NEWS AT 6AM	30	-	-	\$525.00	06/12-06/12	1	1	\$525.00
9	Tu	7A-9A	CBS THIS MORNING	30	-	-	\$200.00	06/03-06/03	1	1	\$200.00
10	W	7A-9A	CBS THIS MORNING	30	-	-	\$200.00	06/04-06/04	1	1	\$200.00
11	Th	7A-9A	CBS THIS MORNING	30	-	-	\$200.00	06/05-06/05	1	1	\$200.00

ORDER WORKSHEET

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 EC'd Yes

Traffic Order#

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 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
28	W	4P-430P	INSIDE EDITION	30	-	-	\$200.00	06/11-06/11	1	1	\$200.00
29	Th	4P-430P	INSIDE EDITION	30	-	-	\$200.00	06/12-06/12	1	1	\$200.00
30	Tu	430P-5P	JEOPARDY	30	-	-	\$250.00	06/03-06/03	1	1	\$250.00
31	W	430P-5P	JEOPARDY	30	-	-	\$250.00	06/04-06/04	1	1	\$250.00
32	F	430P-5P	JEOPARDY	30	-	-	\$250.00	06/06-06/06	1	1	\$250.00
33	Tu	430P-5P	JEOPARDY	30	-	-	\$250.00	06/10-06/10	1	1	\$250.00
34	Th	430P-5P	JEOPARDY	30	-	-	\$250.00	06/12-06/12	1	1	\$250.00
35	Tu	5P-530P	5NEWS AT 5PM	30	-	-	\$525.00	06/03-06/03	1	1	\$525.00
36	Th	5P-530P	5NEWS AT 5PM	30	-	-	\$525.00	06/05-06/05	1	1	\$525.00
37	M	5P-530P	5NEWS AT 5PM	30	-	-	\$525.00	06/09-06/09	1	1	\$525.00
38	W	5P-530P	5NEWS AT 5PM	30	-	-	\$525.00	06/11-06/11	1	1	\$525.00
39	W	6P-630P	5NEWS AT 6PM	30	-	-	\$700.00	06/04-06/04	1	1	\$700.00
40	F	6P-630P	5NEWS AT 6PM	30	-	-	\$700.00	06/06-06/06	1	1	\$700.00
41	Tu	6P-630P	5NEWS AT 6PM	30	-	-	\$700.00	06/10-06/10	1	1	\$700.00
42	Th	6P-630P	5NEWS AT 6PM	30	-	-	\$700.00	06/12-06/12	1	1	\$700.00
43	Tu	630P-7P	WHEEL OF FORTUNE	30	-	-	\$925.00	06/03-06/03	1	1	\$925.00

ORDER WORKSHEET

Rep Order# 9338298 Ver# 1 Status New  
 EC'd Yes

Traffic Order#

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 Salesperson (MJO) MIKE JONES  
 Sales Assistant JACOB  
 Salesperson Phone# 202-872-5880  
 Salesperson Fax# 202-872-0263

Ln	Day	Time	Program	Len	RTG/TMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
44	Th	630P-7P	WHEEL OF FORTUNE	30	-	-	\$925.00	06/05-06/05	1	1	\$925.00
45	M	630P-7P	WHEEL OF FORTUNE	30	-	-	\$925.00	06/09-06/09	1	1	\$925.00
46	W	630P-7P	WHEEL OF FORTUNE	30	-	-	\$925.00	06/11-06/11	1	1	\$925.00
47	W	10P-1035P	5NEWS AT 10PM	30	-	-	\$925.00	06/04-06/04	1	1	\$925.00
48	F	10P-1035P	5NEWS AT 10PM	30	-	-	\$925.00	06/06-06/06	1	1	\$925.00
49	Tu	10P-1035P	5NEWS AT 10PM	30	-	-	\$925.00	06/10-06/10	1	1	\$925.00
50	Th	10P-1035P	5NEWS AT 10PM	30	-	-	\$925.00	06/12-06/12	1	1	\$925.00
51	Tu	1035P-1135P	LATE SHOW W/LETTERMAN	30	-	-	\$200.00	06/03-06/03	1	1	\$200.00
52	Th	1035P-1135P	LATE SHOW W/LETTERMAN	30	-	-	\$200.00	06/05-06/05	1	1	\$200.00
53	M	1035P-1135P	LATE SHOW W/LETTERMAN	30	-	-	\$200.00	06/09-06/09	1	1	\$200.00
54	W	1035P-1135P	LATE SHOW W/LETTERMAN	30	-	-	\$200.00	06/11-06/11	1	1	\$200.00
55	Tu	7P-8P	NCIS	30	-	-	\$2,100.00	06/03-06/03	1	1	\$2,100.00
56	Tu	8P-9P	NCIS: LOS ANGELES	30	-	-	\$1,875.00	06/10-06/10	1	1	\$1,875.00
57	W	8P-9P	CRIMINAL MINDS	30	-	-	\$1,500.00	06/11-06/11	1	1	\$1,500.00
58	W	9P-10P	C.S.I.	30	-	-	\$1,475.00	06/04-06/04	1	1	\$1,475.00
59	Th	9P-10P	ELEMENTARY	30	-	-	\$1,475.00	06/12-06/12	1	1	\$1,475.00

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Rep Firm KATZ CONTINENTAL  
 Sales Office (DC) WASHINGTON  
 Salesperson (M/O) 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
60	F	9P-10P	BLUE BLOODS	30	-	-	\$1,000.00	06/06-06/06	1	1	\$1,000.00
61	Sa	7A-9A	CBS THIS MORNING SATURDAY	30	-	-	\$115.00	06/07-06/07	1	1	\$115.00
62	Sa	5P-530P	5NEWS AT 5PM	30	-	-	\$325.00	06/07-06/07	1	1	\$325.00
63	Sa	6P-630P	5NEWS AT 6PM	30	-	-	\$325.00	06/07-06/07	1	1	\$325.00
64	Sa	630P-7P	WHEEL OF FORTUNE	30	-	-	\$325.00	06/07-06/07	1	1	\$325.00
65	Sa	9P-10P	48 HOURS	30	-	-	\$625.00	06/07-06/07	1	1	\$625.00
66	Sa	10P-1035P	5NEWS AT 10PM	30	-	-	\$750.00	06/07-06/07	1	1	\$750.00
67	Su	5A-6A	THIS WEEK IN AGRIBUSINESS	30	-	-	\$50.00	06/08-06/08	1	1	\$50.00
68	Su	6A-8A	5NEWS THIS MORNING SUNDAY	30	-	-	\$100.00	06/08-06/08	1	1	\$100.00
69	Su	8A-930A	CHS SUNDAY MORNING	30	-	-	\$300.00	06/08-06/08	1	1	\$300.00
70	Su	930A-1030A	FACE THE NATION	30	-	-	\$125.00	06/08-06/08	1	1	\$125.00
71	Su	530P-6P	5NEWS AT 530PM	30	-	-	\$325.00	06/08-06/08	1	1	\$325.00
72	Su	8P-10P	The Tony Awards	30	-	-	\$1,000.00	06/08-06/08	1	1	\$1,000.00
73	Su	10P-1035P	5NEWS AT 10PM	30	-	-	\$750.00	06/08-06/08	1	1	\$750.00

---REPORT TOTALS---

ORDER WORKSHEET

Rep Order# 9338298 Ver# 1 Status New  
 EC'd Yes

Traffic Order#

Printed: 05/21/14 1:56 PM  
 Last Received: 05/20/14 3:20 PM  
 Showing Buylines: All Lines

Station KFSM-TV FT. SMITH  
 Advertiser (ACRS) AMERICAN CROSSROADS  
 Product ISSUE  
 Estimate# 1738  
 Buyer Michelle Santuoso

Agency (MSG) MAIN STREET MEDIA GROUP  
 PO BOX 25093  
 ALEXANDRIA, VA 22313  
 Agency C/P1/P2/E 94/216/1738  
 Flight Dates 06/03/14-06/12/14

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

Report Totals: 73 / \$36,190.00

---SALES MONTHLY TOTALS---

Jun2014: 73 / \$36,190.00

Order Totals: 73 / \$36,190.00 Total GRPS: 0.0

---COMPETITIVE---

Market Totals	CABL	KFSM	KFTA	KHBS	KNWA
\$75,395.83	.00%	48.00%	10.00%	28.00%	14.00%
	KXNW	NFSM	NHBS	NXNW	RFSM
	.00%	.00%	.00%	.00%	.00%

Books [null]  
 Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS