



KATV, LLC
PO Box 77
Little Rock, AR 72203

Waterfront Strategies
1010 Wisconsin Ave., NW
Suite 800
Washington, DC 20007

Contract # 259103

Schedule Dates 07/17/14-07/23/14
Advertiser Patriot Majority USA (17150)
Agency/T-Code Waterfront Strategies (4018)/ELECTRONIC
Product Political-Political (1088)
Brand ISSUE (6420)
Salesperson Jones, Mike (1068)
Sales Office CONTINENTAL - Washington, DC
Buyer Name Furman, Mike
Phone/Fax /
CPE 84/91/3151
Account Types National/Political Issue Agency
Billing Type Standard
Comments Issue

Date Entered 07/14/14
Last Modified 07/17/14
Entered By Brook Wright
CO-OP No
Headline # ECR09364174
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,516.00
Net Total \$36,924.00
Sales Tax

KATV Little Rock (KATV)		
By Broadcast Month	Spots	Rate
Jul. 2014	72	\$43,440.00
Grand Total:	72	\$43,440.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT (1)	07/17/14-07/23/14	4	:30	5A- 6A (CST)	2	X	X	X	X	X						KATV Little Rock (KATV)	CHANNEL 7 DAYBREAK EARLY	7/14/14
1.1	Normal Line / SPOT (1)	07/17/14-07/18/14	4	:30	5A- 6A (CST)					1	1			2	\$305.00	\$610.00	KATV Little Rock (KATV)	CHANNEL 7 DAYBREAK EARLY	7/15/14
2.0	Revised Line / SPOT (2)	07/17/14-07/23/14	4	:30	6A- 7A (CST)		1	1	1	1	1						KATV Little Rock (KATV)	CHANNEL 7 DAYBREAK	7/14/14
2.1	Normal Line / SPOT (2)	07/17/14-07/18/14	4	:30	5:58A- NEWS-DAYBREAK					1	1			2	\$655.00	\$1,310.00	KATV Little Rock (KATV)	CHANNEL 7 DAYBREAK	7/15/14
3.0	Revised Line / SPOT (3)	07/17/14-07/23/14	4	:30	7A- 9A (CST)	4	X	X	X	X	X						KATV Little Rock (KATV)	GOOD MORNING AMERICA	7/14/14
3.1	Normal Line / SPOT (3)	07/17/14-07/18/14	4	:30	7A- ABC--GOOD MORNING AMERICA					2	2			4	\$605.00	\$2,420.00	KATV Little Rock (KATV)	GOOD MORNING AMERICA	7/15/14
4.0	Revised Line / SPOT (4)	07/17/14-07/23/14	4	:30	9A- 10A (CST)		1		1	1							KATV Little Rock (KATV)	GOOD MORNING ARKANSAS	7/14/14
4.1	Normal Line / SPOT (4)	07/17/14-07/18/14	4	:30	9A- NEWS-GOOD MORNING ARKANSAS	1				X	X			1	\$255.00	\$255.00	KATV Little Rock (KATV)	GOOD MORNING ARKANSAS	7/15/14
5.0	Revised Line / SPOT (5)	07/17/14-07/23/14	4	:30	10A- 11A (CST)			1	1	1							KATV Little Rock (KATV)	THE VIEW	7/14/14
5.1	Normal Line / SPOT (5)	07/17/14-07/18/14	4	:30	9:58A- ABC--THE VIEW	1				X	X			1	\$255.00	\$255.00	KATV Little Rock (KATV)	THE VIEW	7/15/14
6.0	Revised Line / SPOT (6)	07/17/14-07/23/14	4	:30	11:30A- 12P (CST)				1	1	1						KATV Little Rock (KATV)	MID DAY ARKANSAS	7/14/14

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6.1	Normal Line / SPOT (6)	07/17/14-07/18/14	4	:30	11:30A- NEWS-MID DAY ARKANSAS	1				X	X			1	\$255.00	\$255.00	KATV Little Rock (KATV)	MID DAY ARKANSAS	7/15/14
7.0	Revised Line / SPOT (7)	07/17/14-07/23/14	4	:30	1P- 2P (CST)	1	X	X	X	X	X						KATV Little Rock (KATV)	GENERAL HOSPITAL	7/14/14
7.1	Normal Line / SPOT (7)	07/17/14-07/18/14	4	:30	1P- ABC--GENERAL HOSPITAL	1				X	X			1	\$255.00	\$255.00	KATV Little Rock (KATV)	GENERAL HOSPITAL	7/15/14
8.0	Revised Line / SPOT (8)	07/17/14-07/23/14	4	:30	2P- 3P (CST)		1		1	1							KATV Little Rock (KATV)	JEOPARDY	7/14/14
8.1	Normal Line / SPOT (8)	07/17/14-07/18/14	4	:30	2P- JEOPARDY	1				X	X			1	\$155.00	\$155.00	KATV Little Rock (KATV)	JEOPARDY	7/15/14
9.0	Revised Line / SPOT (9)	07/17/14-07/23/14	4	:30	3P- 4P (CST)	1	X	X	X	X	X						KATV Little Rock (KATV)	KATIE	7/14/14
9.1	Normal Line / SPOT (9)	07/17/14-07/18/14	4	:30	2:59P- KATIE COURIC	1				X	X			1	\$155.00	\$155.00	KATV Little Rock (KATV)	KATIE	7/15/14
10.0	Revised Line / SPOT (10)	07/19/14-07/19/14	4	:30	7A- 8A (CST)	1						X					KATV Little Rock (KATV)	GOOD MORNING AMERICA SATURDAY	7/14/14
10.1	Normal Line / SPOT (10)	07/19/14-07/19/14	4	:30	6:57A- ABC--GOOD MORNING AMERICA SAT	1						X		1	\$255.00	\$255.00	KATV Little Rock (KATV)	GOOD MORNING AMERICA SATURDAY	7/15/14
11.0	Revised Line / SPOT (11)	07/19/14-07/19/14	4	:30	8A- 10A (CST)	1						X					KATV Little Rock (KATV)	SATURDAY DAYBREAK	7/14/14
11.1	Normal Line / SPOT (11)	07/19/14-07/19/14	4	:30	8:01A- NEWS-SATURDAY DAYBREAK	1						X		1	\$255.00	\$255.00	KATV Little Rock (KATV)	SATURDAY DAYBREAK	7/15/14

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12.0	Revised Line / SPOT (12)	07/17/14-07/23/14	4	:30	4P- 5P (CST)				1	1	1						KATV Little Rock (KATV)	DR. OZ	7/14/14
12.1	Normal Line / SPOT (12)	07/17/14-07/18/14	4	:30	3:59P- DR. OZ	1				X	X			1	\$455.00	\$455.00	KATV Little Rock (KATV)	DR. OZ	7/15/14
13.0	Revised Line / SPOT (13)	07/17/14-07/23/14	4	:30	5P- 5:30P (CST)	2	X	X	X	X	X						KATV Little Rock (KATV)	CHANNEL 7 NEWS LIVE AT 5	7/14/14
13.1	Normal Line / SPOT (13)	07/17/14-07/18/14	4	:30	4:58P- NEWS-KATV NEWS LIVE @ 5					1	1			2	\$855.00	\$1,710.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS LIVE AT 5	7/15/14
14.0	Revised Line / SPOT (14)	07/17/14-07/23/14	4	:30	6P- 6:30P (CST)	2	X	X	X	X	X						KATV Little Rock (KATV)	CHANNEL 7 NEWS AT 6	7/14/14
14.1	Normal Line / SPOT (14)	07/17/14-07/18/14	4	:30	5:58P- NEWS-KATV NEWS @ 6					1	1			2	\$955.00	\$1,910.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS AT 6	7/15/14
15.0	Revised Line / SPOT (15)	07/17/14-07/23/14	4	:30	6:30P- 7P (CST)		1	1	1	1	1						KATV Little Rock (KATV)	WHEEL OF FORTUNE	7/14/14
15.1	Normal Line / SPOT (15)	07/17/14-07/18/14	4	:30	6:30P- 7P (CST)					1	1			2	\$955.00	\$1,910.00	KATV Little Rock (KATV)	WHEEL OF FORTUNE	7/15/14
16.0	Normal Line / SPOT (16)	07/19/14-07/19/14	4	:30	6:30P- 7P (CST)	1						X		1	\$655.00	\$655.00	KATV Little Rock (KATV)	WHEEL OF FORTUNE	7/14/14
17.0	Normal Line / SPOT (17)	07/21/14-07/21/14	4	:30	7P- 9P (CST)	2	X							2	\$1,155.00	\$2,310.00	KATV Little Rock (KATV)	BACHELOR IN PARADISE	7/14/14
18.0	Normal Line / SPOT (18)	07/21/14-07/21/14	4	:30	9P- 10P (CST)	1	X							1	\$1,055.00	\$1,055.00	KATV Little Rock (KATV)	MISTRESSES	7/14/14
19.0	Normal Line / SPOT (19)	07/22/14-07/22/14	4	:30	7P- 9P (CST)	2		X						2	\$755.00	\$1,510.00	KATV Little Rock (KATV)	EXTREME WEIGHT LOSS	7/14/14

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20.0	Normal Line / SPOT (20)	07/22/14-07/22/14	4	:30	9P- 10P (CST)	1		X						1	\$755.00	\$755.00	KATV Little Rock (KATV)	CELEB WIFE SWAP	7/14/14
21.0	Normal Line / SPOT (21)	07/17/14-07/17/14	4	:30	8P- 9P (CST)	1				X				1	\$955.00	\$955.00	KATV Little Rock (KATV)	ROOKIE BLUE	7/14/14
22.0	Normal Line / SPOT (22)	07/17/14-07/17/14	4	:30	9P- 10P (CST)	1				X				1	\$955.00	\$955.00	KATV Little Rock (KATV)	NY MED	7/14/14
23.0	Normal Line / SPOT (23)	07/18/14-07/18/14	4	:30	7P- 8P (CST)	1					X			1	\$755.00	\$755.00	KATV Little Rock (KATV)	SHARK TANK (R)	7/14/14
24.0	Normal Line / SPOT (24)	07/20/14-07/20/14	4	:30	8P- 9P (CST)	1							X	1	\$955.00	\$955.00	KATV Little Rock (KATV)	RISING STAR	7/14/14
25.0	Revised Line / SPOT (25)	07/17/14-07/23/14	4	:30	10P- 10:35P (CST)	2	X	X	X	X	X						KATV Little Rock (KATV)	CHANNEL 7 NEWS NIGHTSIDE	7/14/14
25.1	Normal Line / SPOT (25)	07/17/14-07/18/14	4	:30	10P- NEWS-KATV NEWS NIGHTSIDE					1	1			2	\$955.00	\$1,910.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS NIGHTSIDE	7/15/14
26.0	Normal Line / SPOT (26)	07/19/14-07/19/14	4	:30	10P- 10:35P (CST)	1						X		1	\$655.00	\$655.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS NIGHTSIDE	7/14/14
27.0	Normal Line / SPOT (27)	07/20/14-07/20/14	4	:30	10P- 10:35P (CST)	1							X	1	\$955.00	\$955.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS NIGHTSIDE	7/14/14
28.0	Revised Line / SPOT (28)	07/17/14-07/23/14	4	:30	10:35P- 11:05P (CST)	2	X	X	X	X	X						KATV Little Rock (KATV)	MODERN FAMILY	7/14/14
28.1	Normal Line / SPOT (28)	07/17/14-07/18/14	4	:30	10:34P- MODERN FAMILY - SYN					1	1			2	\$325.00	\$650.00	KATV Little Rock (KATV)	MODERN FAMILY	7/15/14

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29.0	Normal Line / SPOT (1)	07/21/14-07/23/14	4	:30	4:57A- NEWS-DAYBREAK EARLY	2	X	X	X					2	\$305.00	\$610.00	KATV Little Rock (KATV)		7/15/14
30.0	Normal Line / SPOT (2)	07/21/14-07/23/14	4	:30	5:58A- NEWS-DAYBREAK		1	1	1					3	\$655.00	\$1,965.00	KATV Little Rock (KATV)		7/15/14
31.0	Normal Line / SPOT	07/21/14-07/23/14	4	:30	7A- ABC--GOOD MORNING AMERICA	4	X	X	X					4	\$605.00	\$2,420.00	KATV Little Rock (KATV)		7/15/14
32.0	Normal Line / SPOT (4)	07/21/14-07/23/14	4	:30	9A- NEWS-GOOD MORNING ARKANSAS	2	X	X	X					2	\$255.00	\$510.00	KATV Little Rock (KATV)		7/15/14
33.0	Normal Line / SPOT (5)	07/21/14-07/23/14	4	:30	9:58A- ABC--THE VIEW	2	X	X	X					2	\$255.00	\$510.00	KATV Little Rock (KATV)		7/15/14
34.0	Normal Line / SPOT (6)	07/21/14-07/23/14	4	:30	11:30A- NEWS-MID DAY ARKANSAS	2	X	X	X					2	\$255.00	\$510.00	KATV Little Rock (KATV)		7/15/14
35.0	Normal Line / SPOT (7)	07/21/14-07/23/14	4	:30	1P- ABC--GENERAL HOSPITAL	1	X	X	X					1	\$255.00	\$255.00	KATV Little Rock (KATV)		7/15/14
36.0	Normal Line / SPOT (8)	07/21/14-07/23/14	4	:30	2P- JEOPARDY	2	X	X	X					2	\$155.00	\$310.00	KATV Little Rock (KATV)		7/15/14
37.0	Normal Line / SPOT (9)	07/21/14-07/23/14	4	:30	2:59P- KATIE COURIC	1	X	X	X					1	\$155.00	\$155.00	KATV Little Rock (KATV)		7/15/14
38.0	Normal Line / SPOT (12)	07/21/14-07/23/14	4	:30	3:59P- DR. OZ	2	X	X	X					2	\$455.00	\$910.00	KATV Little Rock (KATV)		7/15/14
39.0	Normal Line / SPOT (13)	07/21/14-07/23/14	4	:30	4:58P- NEWS-KATV NEWS LIVE @ 5	2	X	X	X					1	\$855.00	\$855.00	KATV Little Rock (KATV)		7/15/14

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39.0.1	Closed Preempt (13)	07/21/14															KATV Little Rock (KATV)	No Avail/Exception -	
40.0	Normal Line / SPOT (14)	07/21/14-07/23/14	4	:30	5:58P- NEWS-KATV NEWS @ 6	2	X	X	X					2	\$955.00	\$1,910.00	KATV Little Rock (KATV)		7/15/14
41.0	Normal Line / SPOT (15)	07/21/14-07/23/14	4	:30	6:30P- 7P (CST)		1	1	1					3	\$955.00	\$2,865.00	KATV Little Rock (KATV)		7/15/14
42.0	Normal Line / SPOT (25)	07/21/14-07/23/14	4	:30	10P- NEWS-KATV NEWS NIGHTSIDE	2	X	X	X					2	\$955.00	\$1,910.00	KATV Little Rock (KATV)		7/15/14
43.0	Normal Line / SPOT (28)	07/21/14-07/23/14	4	:30	10:34P- MODERN FAMILY - SYN	2	X	X	X					2	\$325.00	\$650.00	KATV Little Rock (KATV)		7/15/14
44.0	Normal Line / SPOT (29)	07/21/14-07/23/14	4	:30	7A- ABC--GOOD MORNING AMERICA	1	X	X	X					1	\$855.00	\$855.00	KATV Little Rock (KATV)		7/17/14

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