



KATV, LLC
PO Box 77
Little Rock, AR 72203

Screen Strategies Media
11150 Fairfax Blvd Ste 505
Fairfax, VA 20120

Contract # 258591

Schedule Dates 10/13/14-10/19/14
Advertiser Mark Pryor for U.S. Senate (10467)
Agency Screen Strategies Media (5529)
Product Political-Political (1088)
Brand SENATE/REP (18399)
Salesperson HOUSE, HOUSE (1)
Sales Office HOUSE
Buyer Name JONES,RACHAEL
Phone/Fax /
CPE 499
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 07/08/14
Last Modified 10/15/14
Entered By Danice Scales
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,866.75
Net Total \$95,578.25
Sales Tax

KATV Little Rock (KATV)		
By Broadcast Month	Spots	Rate
Oct. 2014	94	\$112,445.00
Grand Total:	94	\$112,445.00

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1.0	Normal Line / SPOT	10/13/14-10/17/14	3	:30	4:57A- NEWS-DAYBREAK EARLY		1	1	1	1	1				\$205.00		KATV Little Rock (KATV)		7/8/14
1.0.1	Closed Preempt	10/13/14															KATV Little Rock (KATV)	No Clear/Rate/Exception -	
1.0.2	Closed Preempt	10/14/14															KATV Little Rock (KATV)	No Clear/Rate/Exception -	
1.0.3	Closed Preempt	10/17/14															KATV Little Rock (KATV)	No Clear/Rate/Exception -	
1.0.4	Closed Preempt	10/15/14															KATV Little Rock (KATV)	No Clear/Rate/Spot -	
1.0.5	Closed Preempt	10/16/14															KATV Little Rock (KATV)	No Clear/Rate/Spot -	
2.0	Normal Line / SPOT	10/13/14-10/17/14	2	:30	5:58A- NEWS-DAYBREAK		2	2	2	2	2			10	\$855.00	\$8,550.00	KATV Little Rock (KATV)		7/8/14
3.0	Normal Line / SPOT	10/13/14-10/17/14	2	:30	7A- ABC--GOOD MORNING AMERICA		2	1	2	1	2			8	\$825.00	\$6,600.00	KATV Little Rock (KATV)		7/8/14
4.0	Normal Line / SPOT	10/18/14-10/18/14	3	:30	6:57A- ABC--GOOD MORNING AMERICA SAT							1		1	\$205.00	\$205.00	KATV Little Rock (KATV)		7/8/14
5.0	Normal Line / SPOT	10/18/14-10/18/14	3	:30	8:01A- NEWS-SATURDAY DAYBREAK							1		1	\$255.00	\$255.00	KATV Little Rock (KATV)		7/8/14
6.0	Normal Line / SPOT	10/19/14-10/19/14	3	:30	6:56A- ABC--GOOD MORNING AMERICA SUN								1	1	\$155.00	\$155.00	KATV Little Rock (KATV)		7/8/14

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7.0	Normal Line / SPOT	10/13/14-10/17/14	3	:30	9A- NEWS-GOOD MORNING ARKANSAS		1		1		1			2	\$175.00	\$350.00	KATV Little Rock (KATV)		7/8/14
7.0.1	Closed Preempt	10/13/14															KATV Little Rock (KATV)	Weather Cut-in/Spot -	
8.0	Normal Line / SPOT	10/14/14-10/16/14	3	:30	9:58A- ABC--THE VIEW			1		1				2	\$215.00	\$430.00	KATV Little Rock (KATV)		7/8/14
9.0	Normal Line / SPOT	10/13/14-10/17/14	3	:30	11A- JEOPARDY		1		1		1			2	\$125.00	\$250.00	KATV Little Rock (KATV)		7/8/14
9.0.1	Closed Preempt	10/13/14															KATV Little Rock (KATV)	Weather Cut-in/Spot -	
10.0	Normal Line / SPOT	10/14/14-10/17/14	3	:30	11:30A- NEWS-MID DAY ARKANSAS			1		1	1			3	\$185.00	\$555.00	KATV Little Rock (KATV)		7/8/14
11.0	Normal Line / SPOT	10/15/14-10/17/14	3	:30	12P- ABC--THE CHEW				1		1			2	\$195.00	\$390.00	KATV Little Rock (KATV)		7/8/14
12.0	Normal Line / SPOT	10/14/14-10/16/14	3	:30	1P- ABC--GENERAL HOSPITAL			1		1				2	\$195.00	\$390.00	KATV Little Rock (KATV)		7/8/14
13.0	Normal Line / SPOT	10/13/14-10/17/14	3	:30	2P- MEREDITH VIEIRA		1		1		1			3	\$125.00	\$375.00	KATV Little Rock (KATV)		7/8/14
14.0	Normal Line / SPOT	10/13/14-10/17/14	3	:30	2:59P- THE STEVE HARVEY SHOW		1	1	1	1	1			5	\$225.00	\$1,125.00	KATV Little Rock (KATV)		7/8/14
15.0	Normal Line / SPOT	10/13/14-10/17/14	3	:30	3:59P- DR. OZ		1	1	1	1	1			5	\$425.00	\$2,125.00	KATV Little Rock (KATV)		7/8/14

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16.0	Normal Line / SPOT	10/13/14-10/17/14	2	:30	4:58P- NEWS-KATV NEWS LIVE @ 5		1	1	1	1	1			5	\$1,450.00	\$7,250.00	KATV Little Rock (KATV)		7/8/14
17.0	Normal Line / SPOT	10/13/14-10/17/14	2	:30	5:58P- NEWS-KATV NEWS @ 6		1	1	1	1	1			5	\$2,050.00	\$10,250.00	KATV Little Rock (KATV)		7/8/14
18.0	Normal Line / SPOT	10/18/14-10/18/14	2	:30	5:59P- NEWS-KATV SATURDAY NEWS @ 6							1		1	\$655.00	\$655.00	KATV Little Rock (KATV)		7/8/14
19.0	Normal Line / SPOT	10/19/14-10/19/14	2	:30	4:58P- NEWS-KATV SUNDAY NEWS @ 5								1	1	\$675.00	\$675.00	KATV Little Rock (KATV)		7/8/14
20.0	Normal Line / SPOT	10/13/14-10/17/14	2	:30	6:30P- 7P (CST)		1	1	2	1	2			7	\$2,400.00	\$16,800.00	KATV Little Rock (KATV)		7/8/14
21.0	Normal Line / SPOT	10/18/14-10/18/14	3	:30	6:28P- WHEEL OF FORTUNE - WKEND							1		1	\$575.00	\$575.00	KATV Little Rock (KATV)		7/8/14
22.0	Normal Line / SPOT	10/13/14-10/13/14	2	:30	7P- 9P (CST)		1							1	\$3,555.00	\$3,555.00	KATV Little Rock (KATV)		7/8/14
23.0	Normal Line / SPOT	10/13/14-10/13/14	2	:30	9P- 10P (CST)		1							1	\$3,755.00	\$3,755.00	KATV Little Rock (KATV)		7/8/14
24.0	Normal Line / SPOT	10/15/14-10/15/14	3	:30	7P- 8P (CST)				1						\$2,255.00		KATV Little Rock (KATV)		7/8/14
24.0.1	Closed Preempt	10/15/14															KATV Little Rock (KATV)	No Avail/Spot -	
25.0	Normal Line / SPOT	10/15/14-10/15/14	2	:30	8P- 8:30P (CST)				1					1	\$3,755.00	\$3,755.00	KATV Little Rock (KATV)		7/8/14
26.0	Normal Line / SPOT	10/15/14-10/15/14	2	:30	9P- 10P (CST)				1					1	\$3,555.00	\$3,555.00	KATV Little Rock (KATV)		7/8/14

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27.0	Normal Line / SPOT	10/16/14-10/16/14	2	:30	8P- 9P (CST)					1				1	\$5,555.00	\$5,555.00	KATV Little Rock (KATV)		7/8/14
28.0	Normal Line / SPOT	10/16/14-10/16/14	3	:30	9P- 10P (CST)					1				1	\$1,500.00	\$1,500.00	KATV Little Rock (KATV)		7/8/14
29.0	Normal Line / SPOT	10/17/14-10/17/14	3	:30	7P- 8P (CST)						1				\$855.00		KATV Little Rock (KATV)		7/8/14
29.0.1	Closed Preempt	10/17/14															KATV Little Rock (KATV)	Program Change/Spot -	
30.0	Normal Line / SPOT	10/17/14-10/17/14	2	:30	8P- 9P (CST)						1			1	\$2,555.00	\$2,555.00	KATV Little Rock (KATV)		7/8/14
31.0	Normal Line / SPOT	10/17/14-10/17/14	3	:30	9P- 10P (CST)					1				1	\$855.00	\$855.00	KATV Little Rock (KATV)		7/8/14
32.0	Normal Line / SPOT	10/19/14-10/19/14	3	:30	6P- 7P (CST)								1	1	\$1,255.00	\$1,255.00	KATV Little Rock (KATV)		7/8/14
33.0	Revised Line / SPOT	10/19/14-10/19/14	3	:30	7P- 9P (CST)								1				KATV Little Rock (KATV)		7/8/14
33.1	Normal Line / SPOT	10/19/14-10/19/14	3	:30	9:01P- ABC--REVENGE								1	1	\$2,255.00	\$2,255.00	KATV Little Rock (KATV)	REVENGE	10/8/14
34.0	Revised Line / SPOT	10/19/14-10/19/14	3	:30	8P- 10P (CST)								1				KATV Little Rock (KATV)		7/8/14
34.1	Normal Line / SPOT	10/19/14-10/19/14	3	:30	8P- ABC--RESURRECTION								1	1	\$2,655.00	\$2,655.00	KATV Little Rock (KATV)	RESSURECTION	10/8/14
35.0	Normal Line / SPOT	10/19/14-10/19/14	3	:30	9P- 10P (CST)								1	1	\$2,255.00	\$2,255.00	KATV Little Rock (KATV)		7/8/14
36.0	Normal Line / SPOT	10/13/14-10/17/14	2	:30	10P- NEWS-KATV NEWS NIGHTSIDE		1	1	1	1	1			5	\$2,400.00	\$12,000.00	KATV Little Rock (KATV)		7/8/14

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37.0	Revised Line / SPOT	10/18/14-10/18/14	3	:30	10:29P- NEWS-KATV NIGHTSIDE SATURDAY LATE							1					KATV Little Rock (KATV)		7/8/14
37.1	Normal Line / SPOT	10/18/14-10/18/14	3	:30	10:29P- NEWS-KATV NIGHTSIDE SATURDAY LATE							1		1	\$555.00	\$555.00	KATV Little Rock (KATV)		7/9/14
38.0	Normal Line / SPOT	10/19/14-10/19/14	2	:30	10P- NEWS-KATV NEWS NIGHTSIDE								1	1	\$2,400.00	\$2,400.00	KATV Little Rock (KATV)		7/8/14
39.0	Normal Line / SPOT	10/14/14-10/14/14	3	:30	8P- 10P (CST)			1						1	\$1,255.00	\$1,255.00	KATV Little Rock (KATV)		7/8/14
40.0	Normal Line / LOCAL SPCL	10/17/14-10/17/14	3	:30	7P- SPORTS-KATV RAZORBACK SPECIAL						1			1	\$2,000.00	\$2,000.00	KATV Little Rock (KATV)	RAZORBACK SPECIAL	9/19/14
41.0	Normal Line / SPOT	10/14/14-10/14/14	3	:30	9P- ABC--FOREVER			1						1	\$1,255.00	\$1,255.00	KATV Little Rock (KATV)	FOREVER MG FROM 10/15 DUE TO PGM CHG 7-8PM	10/1/14
42.0	Normal Line / SPOT	10/13/14-10/17/14	2	:30	4:57A- NEWS-DAYBREAK EARLY	3	X	X	X	X	X			3	\$405.00	\$1,215.00	KATV Little Rock (KATV)	DAYBREAK EARLY	10/7/14
43.0	M/G For 7.0.1 / SPOT	10/16/14-10/17/14	3	:30	9A- NEWS-GOOD MORNING ARKANSAS	1				X	X			1	\$175.00	\$175.00	KATV Little Rock (KATV)	GOOD MORNING ARKANSAS	10/15/14
44.0	M/G For 9.0.1 / SPOT	10/16/14-10/17/14	3	:30	11A- JEOPARDY	1				X	X			1	\$125.00	\$125.00	KATV Little Rock (KATV)	JEOPARDY	10/15/14

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