



KATV, LLC  
PO Box 77  
Little Rock, AR 72203

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

## Contract # 260306

**Schedule Dates** 08/04/14-08/10/14  
**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** 670  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 07/30/14  
**Last Modified** 07/30/14  
**Entered By** Danice Scales  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,489.75  
**Net Total** \$19,775.25  
**Sales Tax**

## KATV Little Rock (KATV)

By Broadcast Month	Spots	Rate
Aug. 2014	39	\$23,265.00
<b>Grand Total:</b>	<b>39</b>	<b>\$23,265.00</b>

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	Normal Line / SPOT	08/06/14-08/06/14	4	:30	4:57A- NEWS-DAYBREAK EARLY				1					1	\$205.00	\$205.00	KATV Little Rock (KATV)		7/30/14
2.0	Normal Line / SPOT	08/05/14-08/08/14	4	:30	5:58A- NEWS-DAYBREAK			1		1	1			3	\$475.00	\$1,425.00	KATV Little Rock (KATV)		7/30/14
3.0	Normal Line / SPOT	08/04/14-08/08/14	4	:30	7A- ABC--GOOD MORNING AMERICA		1		1		1			3	\$445.00	\$1,335.00	KATV Little Rock (KATV)		7/30/14
4.0	Normal Line / SPOT	08/10/14-08/10/14	4	:30	6:56A- ABC--GOOD MORNING AMERICA SUN								1	1	\$145.00	\$145.00	KATV Little Rock (KATV)		7/30/14
5.0	Normal Line / SPOT	08/07/14-08/07/14	4	:30	9A- NEWS-GOOD MORNING ARKANSAS					1				1	\$150.00	\$150.00	KATV Little Rock (KATV)		7/30/14
6.0	Normal Line / SPOT	08/05/14-08/05/14	4	:30	9:58A- ABC--THE VIEW			1						1	\$200.00	\$200.00	KATV Little Rock (KATV)		7/30/14
7.0	Normal Line / SPOT	08/08/14-08/08/14	4	:30	11A- WHO WANTS TO BE A MILLIONAIRE						1			1	\$125.00	\$125.00	KATV Little Rock (KATV)		7/30/14
8.0	Normal Line / SPOT	08/06/14-08/06/14	4	:30	11:30A- NEWS-MID DAY ARKANSAS				1					1	\$155.00	\$155.00	KATV Little Rock (KATV)		7/30/14
9.0	Normal Line / SPOT	08/04/14-08/04/14	4	:30	1P- ABC--GENERAL HOSPITAL		1							1	\$155.00	\$155.00	KATV Little Rock (KATV)		7/30/14
10.0	Normal Line / SPOT	08/07/14-08/07/14	4	:30	2P- JEOPARDY					1				1	\$125.00	\$125.00	KATV Little Rock (KATV)		7/30/14

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11.0	Normal Line / SPOT	08/05/14-08/05/14	4	:30	2:30P- INSIDE EDITION			1						1	\$125.00	\$125.00	KATV Little Rock (KATV)		7/30/14
12.0	Normal Line / SPOT	08/04/14-08/08/14	4	:30	2:59P- KATIE COURIC		1				1			2	\$175.00	\$350.00	KATV Little Rock (KATV)		7/30/14
13.0	Normal Line / SPOT	08/05/14-08/08/14	4	:30	3:59P- DR. OZ			1	1	1	1			4	\$300.00	\$1,200.00	KATV Little Rock (KATV)		7/30/14
14.0	Normal Line / SPOT	08/05/14-08/07/14	4	:30	4:58P- NEWS-KATV NEWS LIVE @ 5			1		1				2	\$755.00	\$1,510.00	KATV Little Rock (KATV)		7/30/14
15.0	Normal Line / SPOT	08/04/14-08/08/14	4	:30	5:58P- NEWS-KATV NEWS @ 6		1				1			2	\$1,015.00	\$2,030.00	KATV Little Rock (KATV)		7/30/14
16.0	Normal Line / SPOT	08/04/14-08/07/14	4	:30	6:30P- 7P (CST)		1	1	1	1				4	\$1,250.00	\$5,000.00	KATV Little Rock (KATV)		7/30/14
17.0	Normal Line / SPOT	08/04/14-08/04/14	4	:30	6:58P- ABC--BACHELOR IN PARADISE		1							1	\$1,500.00	\$1,500.00	KATV Little Rock (KATV)		7/30/14
18.0	Normal Line / SPOT	08/05/14-08/05/14	4	:30	7P- ABC--CMA MUSIC FESTIVAL			1						1	\$950.00	\$950.00	KATV Little Rock (KATV)		7/30/14
19.0	Normal Line / SPOT	08/06/14-08/06/14	4	:30	9P- ABC--NASHVILLE				1					1	\$1,200.00	\$1,200.00	KATV Little Rock (KATV)		7/30/14
20.0	Normal Line / SPOT	08/07/14-08/07/14	4	:30	9P- ABC--NY MED					1				1	\$955.00	\$955.00	KATV Little Rock (KATV)		7/30/14
21.0	Normal Line / SPOT	08/09/14-08/09/14	4	:30	9P- ABC--20/20 2							1		1	\$255.00	\$255.00	KATV Little Rock (KATV)		7/30/14
22.0	Normal Line / SPOT	08/10/14-08/10/14	4	:30	8P- ABC--RISING STAR								1	1	\$800.00	\$800.00	KATV Little Rock (KATV)		7/30/14

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23.0	Normal Line / SPOT	08/04/14-08/08/14	4	:30	10P- NEWS-KATV NEWS NIGHTSIDE		1		1		1			3	\$1,015.00	\$3,045.00	KATV Little Rock (KATV)		7/30/14
24.0	Normal Line / SPOT	08/07/14-08/07/14	4	:30	10:34P- MODERN FAMILY - SYN					1				1	\$325.00	\$325.00	KATV Little Rock (KATV)		7/30/14

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