



KATV, LLC  
PO Box 77  
Little Rock, AR 72203

Heathcott Associates  
17300 Chenal Parkway  
Suite 300  
Little Rock, AR 72223

## Contract # 262549

**Schedule Dates** 08/28/14-09/01/14  
**Advertiser** Asa Hutchinson (17932)  
**Agency** Heathcott Associates (1952)  
**Product** Political-Political (1088)  
**Brand** GOVERNOR (90489)  
**Salesperson** HOUSE, HOUSE (1)  
**Sales Office** HOUSE  
**Buyer Name** WHITLOCK,TANYA  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 08/26/14  
**Last Modified** 08/26/14  
**Entered By** Susan Ramage  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,287.50  
**Net Total** \$12,962.50  
**Sales Tax**

### KATV Little Rock (KATV)

By Broadcast Month	Spots	Rate
Aug. 2014	15	\$14,000.00
Sep. 2014	1	\$1,250.00
<b>Grand Total:</b>	<b>16</b>	<b>\$15,250.00</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	08/28/14-08/29/14	4	:30	4:57A- NEWS-DAYBREAK EARLY					1	1			2	\$405.00	\$810.00	KATV Little Rock (KATV)		8/26/14
2.0	Normal Line / SPOT	08/28/14-08/29/14	4	:30	5:58A- NEWS-DAYBREAK					1	1			2	\$855.00	\$1,710.00	KATV Little Rock (KATV)		8/26/14
3.0	Normal Line / SPOT	08/28/14-08/29/14	4	:30	9A- NEWS-GOOD MORNING ARKANSAS					1	1			2	\$355.00	\$710.00	KATV Little Rock (KATV)		8/26/14
4.0	Normal Line / SPOT	08/28/14-08/29/14	4	:30	11:30A- NEWS-MID DAY ARKANSAS					1	1			2	\$355.00	\$710.00	KATV Little Rock (KATV)		8/26/14
5.0	Normal Line / SPOT	08/28/14-08/29/14	4	:30	4:58P- NEWS-KATV NEWS LIVE @ 5					1	1			2	\$1,450.00	\$2,900.00	KATV Little Rock (KATV)		8/26/14
6.0	Normal Line / SPOT	08/29/14-08/29/14	4	:30	5:58P- NEWS-KATV NEWS @ 6						1			1	\$2,050.00	\$2,050.00	KATV Little Rock (KATV)		8/26/14
7.0	Normal Line / SPOT	08/29/14-08/29/14	4	:30	10P- NEWS-KATV NEWS NIGHTSIDE						1			1	\$1,250.00	\$1,250.00	KATV Little Rock (KATV)		8/26/14
8.0	Revised Line / SPOT	08/28/14-08/28/14	4	:30	9P- ABC--WORLD'S WILDEST COMMERCIALS					1							KATV Little Rock (KATV)		8/26/14
8.1	Normal Line / SPOT	08/29/14-08/29/14	4	:30	8P- ABC--SHARK TANK 2						1			1	\$1,055.00	\$1,055.00	KATV Little Rock (KATV)		8/26/14
9.0	Normal Line / SPOT	08/29/14-08/29/14	4	:30	9:01P- ABC--20/20						1			1	\$1,555.00	\$1,555.00	KATV Little Rock (KATV)		8/26/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at [www.katv.com](http://www.katv.com) and are incorporated by reference in their entirety.



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10.0	Normal Line / SPOT	08/31/14-08/31/14	4	:30	10P- NEWS-KATV NEWS NIGHTSIDE								1	1	\$1,250.00	\$1,250.00	KATV Little Rock (KATV)		8/26/14
11.0	Normal Line / SPOT	09/01/14-09/01/14	3	:30	10P- NEWS-KATV NEWS NIGHTSIDE		1							1	\$1,250.00	\$1,250.00	KATV Little Rock (KATV)		8/26/14

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