



KATV, LLC  
PO Box 77  
Little Rock, AR 72203

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

**Contract # 251641**

**Schedule Dates** 05/05/14-05/20/14  
**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** 04/18/14  
**Last Modified** 04/18/14  
**Entered By** Susan Ramage  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,766.25  
**Net Total** \$44,008.75  
**Sales Tax**

KATV Little Rock (KATV)		
By Broadcast Month	Spots	Rate
May. 2014	86	\$51,775.00
<b>Grand Total:</b>	<b>86</b>	<b>\$51,775.00</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	05/06/14-05/08/14	3	:30	4:57A- NEWS-DAYBREAK EARLY			1	1	1				3	\$175.00	\$525.00	KATV Little Rock (KATV)		4/18/14
2.0	Normal Line / SPOT	05/12/14-05/16/14	3	:30	4:57A- NEWS-DAYBREAK EARLY		1		1		1			3	\$175.00	\$525.00	KATV Little Rock (KATV)		4/18/14
3.0	Normal Line / SPOT	05/19/14-05/20/14	3	:30	4:57A- NEWS-DAYBREAK EARLY		1	1						2	\$175.00	\$350.00	KATV Little Rock (KATV)		4/18/14
4.0	Normal Line / SPOT	05/05/14-05/09/14	3	:30	5:58A- NEWS-DAYBREAK		1	1		1	1			4	\$425.00	\$1,700.00	KATV Little Rock (KATV)		4/18/14
5.0	Normal Line / SPOT	05/12/14-05/16/14	3	:30	5:58A- NEWS-DAYBREAK		1	1		1	1			4	\$425.00	\$1,700.00	KATV Little Rock (KATV)		4/18/14
6.0	Normal Line / SPOT	05/19/14-05/20/14	3	:30	5:58A- NEWS-DAYBREAK		1	1						2	\$425.00	\$850.00	KATV Little Rock (KATV)		4/18/14
7.0	Normal Line / SPOT	05/06/14-05/08/14	3	:30	7A- ABC--GOOD MORNING AMERICA			1		1				2	\$400.00	\$800.00	KATV Little Rock (KATV)		4/18/14
8.0	Normal Line / SPOT	05/12/14-05/16/14	3	:30	7A- ABC--GOOD MORNING AMERICA		1					1		2	\$400.00	\$800.00	KATV Little Rock (KATV)		4/18/14
9.0	Normal Line / SPOT	05/19/14-05/20/14	3	:30	7A- ABC--GOOD MORNING AMERICA		1	1						2	\$400.00	\$800.00	KATV Little Rock (KATV)		4/18/14
10.0	Normal Line / SPOT	05/06/14-05/09/14	3	:30	11:30A- NEWS-MID DAY ARKANSAS			1			1			2	\$140.00	\$280.00	KATV Little Rock (KATV)		4/18/14

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**CPE** N/A  
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11.0	Normal Line / SPOT	05/12/14-05/14/14	3	:30	11:30A- NEWS-MID DAY ARKANSAS		1		1					2	\$140.00	\$280.00	KATV Little Rock (KATV)		4/18/14
12.0	Normal Line / SPOT	05/05/14-05/09/14	3	:30	4:58P- NEWS-KATV NEWS LIVE @ 5		1	1	1		1			4	\$750.00	\$3,000.00	KATV Little Rock (KATV)		4/18/14
13.0	Normal Line / SPOT	05/12/14-05/16/14	3	:30	4:58P- NEWS-KATV NEWS LIVE @ 5		1		1	1	1			4	\$750.00	\$3,000.00	KATV Little Rock (KATV)		4/18/14
14.0	Normal Line / SPOT	05/19/14-05/19/14	3	:30	4:58P- NEWS-KATV NEWS LIVE @ 5		1							1	\$750.00	\$750.00	KATV Little Rock (KATV)		4/18/14
15.0	Normal Line / SPOT	05/05/14-05/09/14	3	:30	5:58P- NEWS-KATV NEWS @ 6		1		1		1			3	\$1,150.00	\$3,450.00	KATV Little Rock (KATV)		4/18/14
16.0	Normal Line / SPOT	05/12/14-05/16/14	3	:30	5:58P- NEWS-KATV NEWS @ 6		1	1	1		1			4	\$1,150.00	\$4,600.00	KATV Little Rock (KATV)		4/18/14
17.0	Normal Line / SPOT	05/19/14-05/19/14	3	:30	5:58P- NEWS-KATV NEWS @ 6		1							1	\$1,150.00	\$1,150.00	KATV Little Rock (KATV)		4/18/14
18.0	Normal Line / SPOT	05/05/14-05/08/14	3	:30	6:30P- 7P (CST)		1			1				2	\$1,250.00	\$2,500.00	KATV Little Rock (KATV)		4/18/14
19.0	Normal Line / SPOT	05/14/14-05/16/14	3	:30	6:30P- 7P (CST)				1		1			2	\$1,250.00	\$2,500.00	KATV Little Rock (KATV)		4/18/14
20.0	Normal Line / SPOT	05/06/14-05/07/14	3	:30	10P- NEWS-KATV NEWS NIGHTSIDE			1	1					2	\$1,250.00	\$2,500.00	KATV Little Rock (KATV)		4/18/14

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**CPE** N/A  
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21.0	Normal Line / SPOT	05/12/14-05/15/14	3	:30	10P- NEWS-KATV NEWS NIGHTSIDE		1		1	1				3	\$1,250.00	\$3,750.00	KATV Little Rock (KATV)		4/18/14
22.0	Normal Line / SPOT	05/19/14-05/19/14	3	:30	10P- NEWS-KATV NEWS NIGHTSIDE		1							1	\$1,250.00	\$1,250.00	KATV Little Rock (KATV)		4/18/14
23.0	Normal Line / SPOT	05/05/14-05/08/14	3	:30	10:34P- MODERN FAMILY - SYN		1			1				2	\$320.00	\$640.00	KATV Little Rock (KATV)		4/18/14
24.0	Normal Line / SPOT	05/13/14-05/16/14	3	:30	10:34P- MODERN FAMILY - SYN			1			1			2	\$320.00	\$640.00	KATV Little Rock (KATV)		4/18/14
25.0	Normal Line / SPOT	05/19/14-05/19/14	3	:30	7P- 8:30P (CST)		1							1	\$1,500.00	\$1,500.00	KATV Little Rock (KATV)	DANCING PT.1 FINALE	4/18/14
26.0	Normal Line / SPOT	05/05/14-05/05/14	4	:30	9:01P- ABC--CASTLE		1							1	\$850.00	\$850.00	KATV Little Rock (KATV)		4/18/14
27.0	Normal Line / SPOT	05/15/14-05/15/14	3	:30	9P- ABC--BLACK BOX					1				1	\$725.00	\$725.00	KATV Little Rock (KATV)		4/18/14
28.0	Normal Line / SPOT	05/10/14-05/17/14	3	:30	6:57A- ABC--GOOD MORNING AMERICA SAT							1		2	\$175.00	\$350.00	KATV Little Rock (KATV)		4/18/14
29.0	Normal Line / SPOT	05/10/14-05/17/14	3	:30	8:01A- NEWS-SATURDAY DAYBREAK							1		2	\$205.00	\$410.00	KATV Little Rock (KATV)		4/18/14
30.0	Normal Line / SPOT	05/10/14-05/17/14	3	:30	5:58P- NEWS-KATV SATURDAY NEWS @ 6							1		2	\$300.00	\$600.00	KATV Little Rock (KATV)		4/18/14
31.0	Normal Line / SPOT	05/10/14-05/17/14	3	:30	6:30P- 7P (CST)							1		2	\$455.00	\$910.00	KATV Little Rock (KATV)		4/18/14

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32.0	Normal Line / SPOT	05/10/14-05/17/14	3	:30	10P- 10:30P (CST)							1		2	\$600.00	\$1,200.00	KATV Little Rock (KATV)		4/18/14
33.0	Normal Line / SPOT	05/11/14-05/18/14	3	:30	6:56A- ABC--GOOD MORNING AMERICA SUN								1	2	\$145.00	\$290.00	KATV Little Rock (KATV)		4/18/14
34.0	Normal Line / SPOT	05/11/14-05/18/14	3	:30	5P- 5:30P (CST)								1	2	\$350.00	\$700.00	KATV Little Rock (KATV)		4/18/14
35.0	Normal Line / SPOT	05/11/14-05/18/14	3	:30	10P- 10:30P (CST)								1	2	\$1,250.00	\$2,500.00	KATV Little Rock (KATV)		4/18/14
36.0	Normal Line / SPOT	05/16/14-05/16/14	3	:30	8P- ABC--BARBARA WALTERS						1			1	\$850.00	\$850.00	KATV Little Rock (KATV)		4/18/14
37.0	Normal Line / SPOT	05/05/14-05/07/14	3	:30	9A- NEWS-GOOD MORNING ARKANSAS		1		1					2	\$150.00	\$300.00	KATV Little Rock (KATV)		4/18/14
38.0	Normal Line / SPOT	05/13/14-05/15/14	3	:30	9A- NEWS-GOOD MORNING ARKANSAS			1		1				2	\$150.00	\$300.00	KATV Little Rock (KATV)		4/18/14
39.0	Normal Line / SPOT	05/05/14-05/09/14	3	:30	2P- JEOPARDY	1	X	X	X	X	X			1	\$125.00	\$125.00	KATV Little Rock (KATV)		4/18/14
40.0	Normal Line / SPOT	05/12/14-05/16/14	3	:30	2P- JEOPARDY	1	X	X	X	X	X			1	\$125.00	\$125.00	KATV Little Rock (KATV)		4/18/14
41.0	Normal Line / SPOT	05/19/14-05/19/14	3	:30	8:30P- ABC--THE BACHELORETTE		1							1	\$1,700.00	\$1,700.00	KATV Little Rock (KATV)		4/18/14

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