



KATV, LLC
PO Box 77
Little Rock, AR 72203

Waterfront Strategies, Inc
3050 K Street NW
Suite 100
Washington, DC 20007

Contract # 255369
Schedule Dates 09/23/14-09/29/14
Advertiser Senate Majority PAC (17452)
Agency Waterfront Strategies, Inc (5470)
Product Political-Political (1088)
Brand ISSUE (19195)
Salesperson Jones, Mike (1068)
Sales Office CONTINENTAL - Washington, DC
Buyer Name Furman, Mike
Phone/Fax /
CPE 163/173/2850
Account Types National/Political Issue Agency
Billing Type Standard
Comments Issue

Date Entered 06/05/14
Last Modified 09/17/14
Entered By Susan Ramage
CO-OP No
Headline # ECR09342854
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,841.75
Net Total \$33,103.25
Sales Tax

KATV Little Rock (KATV)

By Broadcast Month	Spots	Rate
Sep. 2014	30	\$34,120.00
Oct. 2014	5	\$4,825.00
Grand Total:	35	\$38,945.00

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)	09/23/14-09/26/14	4	:30	5:58A- NEWS-DAYBREAK			1	1	1	1						KATV Little Rock (KATV)	CHANNEL 7 DAYBREAK	6/5/14
1.1	Normal Line / SPOT (1)	09/23/14-09/26/14	4	:30	5:58A- NEWS-DAYBREAK	2		X	X	X	X			2	\$1,510.00	\$3,020.00	KATV Little Rock (KATV)	CHANNEL 7 DAYBREAK	9/17/14
2.0	Revised Line / SPOT (2)	09/23/14-09/26/14	4	:30	7A- ABC--GOOD MORNING AMERICA			1	1	1	1						KATV Little Rock (KATV)	GOOD MORNING AMERICA	6/5/14
2.1	Normal Line / SPOT (2)	09/23/14-09/26/14	4	:30	7A- ABC--GOOD MORNING AMERICA	2		X	X	X	X			2	\$1,410.00	\$2,820.00	KATV Little Rock (KATV)	GOOD MORNING AMERICA	9/17/14
3.0	Revised Line / SPOT (3)	09/23/14-09/26/14	4	:30	9A- NEWS-GOOD MORNING ARKANSAS	2		X	X	X	X						KATV Little Rock (KATV)	GOOD MORNING ARKANSAS	6/5/14
3.1	Normal Line / SPOT (3)	09/23/14-09/26/14	4	:30	9A- NEWS-GOOD MORNING ARKANSAS	1		X	X	X	X			1	\$650.00	\$650.00	KATV Little Rock (KATV)	GOOD MORNING ARKANSAS	9/17/14
4.0	Revised Line / SPOT (4)	09/23/14-09/26/14	4	:30	9:58A- ABC--THE VIEW	3		X	X	X	X						KATV Little Rock (KATV)	THE VIEW	6/5/14
4.1	Normal Line / SPOT (4)	09/23/14-09/26/14	4	:30	9:58A- ABC--THE VIEW	2		X	X	X	X			2	\$382.50	\$765.00	KATV Little Rock (KATV)	THE VIEW	9/17/14
5.0	Revised Line / SPOT (5)	09/23/14-09/26/14	4	:30	11:30A- NEWS-MID DAY ARKANSAS	2		X	X	X	X						KATV Little Rock (KATV)	MID DAY ARKANSAS	6/5/14
5.1	Normal Line / SPOT (5)	09/23/14-09/26/14	4	:30	11:30A- NEWS-MID DAY ARKANSAS	1		X	X	X	X			1	\$610.00	\$610.00	KATV Little Rock (KATV)	MID DAY ARKANSAS	9/17/14
6.0	Normal Line / SPOT (6)	09/23/14-09/26/14	4	:30	12P- ABC--THE CHEW	2		X	X	X	X			2	\$305.00	\$610.00	KATV Little Rock (KATV)	THE CHEW	6/5/14

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7.0	Normal Line / SPOT (7)	09/23/14-09/26/14	4	:30	1P- ABC--GENERAL HOSPITAL	2		X	X	X	X			2	\$355.00	\$710.00	KATV Little Rock (KATV)	GENERAL HOSPITAL	6/5/14
8.0	Normal Line / SPOT (8)	09/29/14-09/29/14	4	:30	2P- MEREDITH VIEIRA	1	1							1	\$305.00	\$305.00	KATV Little Rock (KATV)	MEREDITH VIERA	6/5/14
9.0	Normal Line / SPOT (9)	09/23/14-09/26/14	4	:30	2:59P- THE STEVE HARVEY SHOW	2		X	X	X	X			2	\$305.00	\$610.00	KATV Little Rock (KATV)	STEVE HARVEY	6/5/14
10.0	Normal Line / SPOT (10)	09/27/14-09/27/14	4	:30	8:01A- NEWS-SATURDAY DAYBREAK							1		1	\$455.00	\$455.00	KATV Little Rock (KATV)	SATURDAY DAYBREAK	6/5/14
11.0	Normal Line / SPOT (11)	09/28/14-09/28/14	4	:30	6:56A- ABC--GOOD MORNING AMERICA SUN								1	1	\$255.00	\$255.00	KATV Little Rock (KATV)	GOOD MORNING AMERICA SUNDAY	6/5/14
12.0	Revised Line / SPOT (12)	09/23/14-09/26/14	4	:30	3:59P- DR. OZ	3		X	X	X	X						KATV Little Rock (KATV)	DR. OZ	6/5/14
12.1	Normal Line / SPOT (12)	09/23/14-09/26/14	4	:30	3:59P- DR. OZ	2		X	X	X	X			2	\$757.50	\$1,515.00	KATV Little Rock (KATV)	DR. OZ	9/17/14
13.0	Revised Line / SPOT (13)	09/23/14-09/26/14	4	:30	4:58P- NEWS-KATV NEWS LIVE @ 5	2		X	X	X	X						KATV Little Rock (KATV)	CHANNEL 7 NEWS LIVE AT 5	6/5/14
13.1	Revised Line / SPOT (13)	09/23/14-09/26/14	4	:30	4:58P- NEWS-KATV NEWS LIVE @ 5	1		X	X	X	X						KATV Little Rock (KATV)	CHANNEL 7 NEWS LIVE AT 5	9/17/14
13.2	Normal Line / SPOT (13)	09/23/14-09/26/14	4	:30	4:58P- NEWS-KATV NEWS LIVE @ 5	1		X	X	X	X			1	\$2,110.00	\$2,110.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS LIVE AT 5	9/17/14

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14.0	Revised Line / SPOT (14)	09/23/14-09/26/14	4	:30	5:58P- NEWS-KATV NEWS @ 6	2		X	X	X	X						KATV Little Rock (KATV)	CHANNEL 7 NEWS AT 6	6/5/14
14.1	Normal Line / SPOT (14)	09/23/14-09/26/14	4	:30	5:58P- NEWS-KATV NEWS @ 6	1		X	X	X	X			1	\$3,765.00	\$3,765.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS AT 6	9/17/14
15.0	Normal Line / SPOT (15)	09/28/14-09/28/14	4	:30	4:58P- NEWS-KATV SUNDAY NEWS @ 5								1	1	\$755.00	\$755.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS AT 5	6/5/14
16.0	Revised Line / SPOT (16)	09/23/14-09/26/14	4	:30	6:30P- 7P (CST)	3		X	X	X	X						KATV Little Rock (KATV)	WHEEL OF FORTUNE	6/5/14
16.1	Normal Line / SPOT (16)	09/23/14-09/26/14	4	:30	6:30P- 7P (CST)	2		X	X	X	X			2	\$2,510.00	\$5,020.00	KATV Little Rock (KATV)	WHEEL OF FORTUNE	9/10/14
18.0	Revised Line / SPOT (18)	09/28/14-09/28/14	4	:30	5:59P- ABC--AMERICA'S FUNNIEST HOME VIDEOS								1				KATV Little Rock (KATV)	AMERICA'S FUNNIEST VIDEOS	6/5/14
18.1	Normal Line / SPOT (18)	09/28/14-09/28/14	4	:30	5:59P- ABC--ONCE UPON A TIME	1							X		\$855.00		KATV Little Rock (KATV)		8/29/14
18.1.1	Closed Preempt (18)	09/28/14															KATV Little Rock (KATV)	Pre-Empt/Spot -	
19.0	Normal Line / SPOT (19)	09/29/14-09/29/14	4	:30	6:58P- ABC--DANCING WITH THE STARS		1							1	\$2,055.00	\$2,055.00	KATV Little Rock (KATV)	DANCING WITH THE STARS	6/5/14
20.0	Normal Line / SPOT (20)	09/29/14-09/29/14	4	:30	9:01P- ABC--CASTLE		1							1	\$1,755.00	\$1,755.00	KATV Little Rock (KATV)	CASTLE	6/5/14
21.0	Normal Line / SPOT (21)	09/24/14-09/24/14	4	:30	9P- ABC--NASHVILLE				1					1	\$1,255.00	\$1,255.00	KATV Little Rock (KATV)	NASHVILLE	6/5/14

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22.0	Normal Line / SPOT (22)	09/25/14-09/25/14	4	:30	8P- 9P (CST)					1					\$3,055.00		KATV Little Rock (KATV)	GREY'S ANATOMY	6/5/14
22.0.1	Closed Preempt (22)	09/25/14															KATV Little Rock (KATV)	No Avail/Exception -	
23.0	Normal Line / SPOT (23)	09/26/14-09/26/14	4	:30	8P- 9P (CST)						1			1	\$1,055.00	\$1,055.00	KATV Little Rock (KATV)	SHARK TANK	6/5/14
24.0	Revised Line / SPOT (24)	09/23/14-09/28/14	4	:30	10P- NEWS-KATV NEWS NIGHTSIDE	2		X	X	X	X		X				KATV Little Rock (KATV)	CHANNEL 7 NEWS NIGHTSIDE	6/5/14
24.1	Normal Line / SPOT (24)	09/23/14-09/28/14	4	:30	10P- NEWS-KATV NEWS NIGHTSIDE	1		X	X	X	X		X	1	\$2,565.00	\$2,565.00	KATV Little Rock (KATV)	CHANNEL 7 NEWS NIGHTSIDE	9/17/14
25.0	Revised Line / SPOT (25)	09/23/14-09/26/14	4	:30	10:34P- MODERN FAMILY - SYN	2		X	X	X	X						KATV Little Rock (KATV)	MODERN FAMILY	6/5/14
25.1	Normal Line / SPOT (25)	09/23/14-09/26/14	4	:30	10:34P- MODERN FAMILY - SYN	2		X	X	X	X			2	\$455.00	\$910.00	KATV Little Rock (KATV)	MODERN FAMILY	9/17/14
26.0	Normal Line / SPOT (26)	09/29/14-09/29/14	4	:30	11:06P- ABC--JIMMY KIMMEL		1							1	\$255.00	\$255.00	KATV Little Rock (KATV)	JIMMY KIMMEL LIVE	6/5/14
29.0	Normal Line / SPOT (25)	09/29/14-09/29/14	4	:30	10:34P- MODERN FAMILY - SYN		1							1	\$455.00	\$455.00	KATV Little Rock (KATV)		6/5/14
31.0	M/G For 18.0.1 / SPOT (18)	09/28/14-09/28/14	4	:30	5:59P- ABC--ONCE UPON A TIME								1	1	\$855.00	\$855.00	KATV Little Rock (KATV)	ONCE UPON A TIME	8/28/14

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31.1	M/G For 18.0.1 / SPOT (18)	09/28/14-09/28/14	4	:30	5:59P- ABC--ONCE UPON A TIME								1	1	\$1,610.00	\$1,610.00	KATV Little Rock (KATV)	ONCE UPON A TIME	9/17/14
32.0	Normal Line / SPOT (27)	09/23/14-09/23/14	4	:30	7P- ABC--DANCING WITH THE STARS RESULTS			1						1	\$3,055.00	\$3,055.00	KATV Little Rock (KATV)	DANCING WITH THE STARS	9/10/14

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