



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 |

CONFIRMATION CONTRACT

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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 |

CONFIRMATION CONTRACT

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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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| 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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