

# BALLOT QUESTION COMMITTEE FINANCIAL REPORT

To be filed with:  
Arkansas Ethics Commission  
Post Office Box 1917  
Little Rock, AR 72203  
Phone (501) 324-9600  
Fax (501) 324-9606

(Arkansas Ethics Commission File Stamp)

# FILED

OCT 29 2014

ARKANSAS ETHICS  
COMMISSION

BY TE

Check if this report is an amendment to a previously filed report

<b>1. NAME OF COMMITTEE (IN FULL)</b> <p style="font-size: 1.2em; color: blue;">Let Arkansas Decide!</p>	<b>2. TYPE OF REPORT</b> <input type="checkbox"/> Monthly Report (due 15 days after end of month) <input checked="" type="checkbox"/> Preelection Report (due 7 days before election)* <input type="checkbox"/> Final Report (due 30 days after election)
<b>ADDRESS</b> <p style="font-size: 1.2em; color: blue;">PO BOX 7905</p>	<small>*NOTE: Preelection report must be received by the Ethics Commission on or before due date.</small>
<b>CITY, STATE AND ZIP CODE</b> <p style="font-size: 1.2em; color: blue;">Little Rock, AR 72217</p>	
<b>TELEPHONE NUMBER</b> <p style="font-size: 1.2em; color: blue;">501 661 1300</p>	

This report covers period: (10 - 1 - 14) through (10 - 28 - 14)

SUMMARY	FOR REPORTING PERIOD	CUMULATIVE TOTALS
3. BALANCE OF FUNDS AT BEGINNING OF REPORTING PERIOD	(96,392.77)	
4. TOTAL MONETARY CONTRIBUTIONS RECEIVED DURING REPORTING PERIOD	25,000.00	185,000.00
5. TOTAL EXPENDITURES MADE DURING REPORTING PERIOD	18,200.00	
6. BALANCE OF FUNDS AT CLOSE OF REPORTING PERIOD	(89,592.77)	

7. ( ) **NO ACTIVITY** Check if you have not received or made any contributions during this reporting period. If you have no activity, file the first page of this report only.

I certify under oath that I have examined this report and to the best of my knowledge and belief the information so disclosed is a complete, true, and accurate financial statement.

Signature of Ballot Question Committee Officer

State of Arkansas  
County of Pulaski } ss

Subscribed and sworn before me this 28th day of October, 2014

(Legible Notary Seal)

Signature of Notary Public

My Commission Expires 10-16-2017

Revised 12/2013



**ITEMIZED MONETARY CONTRIBUTIONS OF \$50 OR MORE RECEIVED BY COMMITTEE**

Please Type or Print

Date of Receipt	Name of Contributor	Street Address of Contributor	Place of Business Employer/Occupation	Amount of Contribution	Cumulative Total from this Contributor
10/2/14	Kum & Go	6400 Weston PKY W. Des Moines, IA	convenience stores	10,000 <sup>00</sup>	45,000
10/6/14	Mapco	7102 Commerce Brentwood, TN	convenience stores	15,000 <sup>00</sup>	25,000
<b>11. TOTAL ITEMIZED MONETARY CONTRIBUTIONS OF \$50 OR MORE</b>					25,000 <sup>00</sup>
<b>12. TOTAL UNITEMIZED MONETARY CONTRIBUTIONS</b>					
<b>13. TOTAL MONETARY CONTRIBUTIONS THIS REPORT</b> (includes totals from lines 9, 11, and 12)					25,000 <sup>00</sup>

**14. NONMONEY CONTRIBUTIONS RECEIVED BY COMMITTEE**

(Does not include volunteer services by individuals)

Date of Receipt	Name of Contributor	Street Address of Contributor	Description and Value of Nonmoney Item	Cumulative Total from this Contributor
10/16/14	Kum # 60		\$9,353 <sup>15</sup> print see attached	54,535 <sup>15</sup>
10/23/14	Kum # 60		\$9,353 <sup>15</sup> print see attached	63,888 <sup>30</sup>
10/19/14	EZ Mart		*\$15,370	50,370 <sup>00</sup>
10/19/14	EZ Mart		*\$6,788	57,158 <sup>00</sup>
10/27/14	EZ Mart		*\$3,377 <sup>81</sup>	60,535 <sup>81</sup>
<b>15. TOTAL NONMONEY CONTRIBUTIONS THIS REPORT</b>				44,242 <sup>11</sup>

**IMPORTANT**

In addition to monetary contributions, committees should report the receipt of any nonmoney ("in-kind") contributions. A committee receives an in-kind contribution whenever a person provides the committee with an item or service without charge or for a charge that is less than the fair market value of the item or service in question.

\* \$15,370 to Conway Publications Inc. - lead lists  
 900 Oak St.  
 Conway, AR 72032

\* \$6,788 to Conway Publications - mobile advertising

\* \$3,377<sup>81</sup> Facebook Ads







**Arkansas Press Services, Inc.**

www.arkansaspress.org

411 South Victory

Little Rock, Arkansas 72201

Phone: 800-569-8762 Fax: 1-501-374-7509

**INVOICE**

October 16, 2014

Order: 14105LL0

Invoice# 301860

<b>Attn:</b> Let Arkansas Decide! 1501 N University Ave Ste 228 Little Rock, Arkansas 72201	
Voice: (501) 661-1300	Fax:
Email: info@LetArkansasDecide.com	

Advertiser: **Let Arkansas Decide!**

Brand:

Campaign:

Amount Due:

**\$9,353.15**

*Please detach and return this portion with your payment*

Let Arkansas Decide! Invoice# 301860 P.O.#:

Run Date	Ad Size	Rate Type	Rate	Color Rate	Total	Discount	(%)	Amount after Discount	Page
<b>ASU The Herald (Jonesboro, Arkansas)</b>									
10/20/2014	30.00	Special	\$252.00		\$252.00	\$37.81	(15.00%)	\$214.19	
Caption: Quarter page BW									
<b>Subtotal:</b>	<b>30.00</b>		<b>\$252.00</b>	<b>\$0.00</b>	<b>\$252.00</b>	<b>\$37.81</b>		<b>\$214.19</b>	
<b>ATU Arka Tech (Russellville, Arkansas)</b>									
10/23/2014	30.00	Special	\$120.00		\$120.00	\$18.00	(15.00%)	\$102.00	
Caption: Quarter page BW									
<b>Subtotal:</b>	<b>30.00</b>		<b>\$120.00</b>	<b>\$0.00</b>	<b>\$120.00</b>	<b>\$18.00</b>		<b>\$102.00</b>	
<b>Alma Journal (Alma, Arkansas)</b>									
10/22/2014	30.00	PCI	\$10.48		\$314.40	\$47.17	(15.00%)	\$267.23	
Caption: Quarter Page BW									
<b>Subtotal:</b>	<b>30.00</b>		<b>\$10.48</b>	<b>\$0.00</b>	<b>\$314.40</b>	<b>\$47.17</b>		<b>\$267.23</b>	
<b>Ashdown Little River News (Ashdown, Arkansas)</b>									
10/22/2014	30.00	PCI	\$9.13		\$273.90	\$41.09	(15.00%)	\$232.81	
Caption: Quarter Page BW									
<b>Subtotal:</b>	<b>30.00</b>		<b>\$9.13</b>	<b>\$0.00</b>	<b>\$273.90</b>	<b>\$41.09</b>		<b>\$232.81</b>	
<b>Atkins Chronicle (Atkins, Arkansas)</b>									
10/22/2014	30.00	PCI	\$7.34		\$220.20	\$33.03	(15.00%)	\$187.17	
Caption: Quarter Page BW									
<b>Subtotal:</b>	<b>30.00</b>		<b>\$7.34</b>	<b>\$0.00</b>	<b>\$220.20</b>	<b>\$33.03</b>		<b>\$187.17</b>	
<b>Batesville Daily Guard (Batesville, Arkansas)</b>									
10/22/2014	30.00	PCI	\$10.78		\$323.40	\$48.52	(15.00%)	\$274.88	
Caption: Quarter Page BW									
<b>Subtotal:</b>	<b>30.00</b>		<b>\$10.78</b>	<b>\$0.00</b>	<b>\$323.40</b>	<b>\$48.52</b>		<b>\$274.88</b>	
<b>Beebe News (Beebe, Arkansas)</b>									
10/23/2014	30.00	PCI	\$12.00		\$360.00	\$54.01	(15.00%)	\$305.99	
Caption: Quarter Page BW									
<b>Subtotal:</b>	<b>30.00</b>		<b>\$12.00</b>	<b>\$0.00</b>	<b>\$360.00</b>	<b>\$54.01</b>		<b>\$305.99</b>	
<b>Cabot Star-Herald (Cabot, Arkansas)</b>									
10/22/2014	30.00	PCI	\$14.00		\$420.00	\$63.01	(15.00%)	\$356.99	
Caption: Quarter Page BW									

Run Date	Ad Size	Rate Type	Rate	Color Rate	Total	Discount	(%)	Amount after Discount	Page
<b>Subtotal:</b>			<b>30.00</b>	<b>\$14.00</b>	<b>\$0.00</b>	<b>\$420.00</b>	<b>\$63.01</b>	<b>\$356.99</b>	
<b>Carlisle Independent (Carlisle, Arkansas)</b>									
10/23/2014	30.00	COMBO with Lonoke Democrat	\$0.00		\$0.00	\$0.00	(0.00%)	\$0.00	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>Clarksville Johnson County Graphic (Clarksville, Arkansas)</b>									
10/22/2014	30.00	PCI	\$12.00		\$360.00	\$54.01	(15.00%)	\$305.99	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$12.00</b>	<b>\$0.00</b>	<b>\$360.00</b>	<b>\$54.01</b>	<b>\$305.99</b>	
<b>Clinton Van Buren County Democrat (Clinton, Arkansas)</b>									
10/22/2014	30.00	PCI	\$15.25		\$457.50	\$68.63	(15.00%)	\$388.87	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$15.25</b>	<b>\$0.00</b>	<b>\$457.50</b>	<b>\$68.63</b>	<b>\$388.87</b>	
<b>Conway Log Cabin Democrat (Conway, Arkansas)</b>									
10/26/2014	30.00	Political	\$17.65		\$529.50	\$79.44	(15.00%)	\$450.06	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$17.65</b>	<b>\$0.00</b>	<b>\$529.50</b>	<b>\$79.44</b>	<b>\$450.06</b>	
<b>England Democrat (England, Arkansas)</b>									
10/22/2014	30.00	PCI	\$5.50		\$165.00	\$24.75	(15.00%)	\$140.25	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$5.50</b>	<b>\$0.00</b>	<b>\$165.00</b>	<b>\$24.75</b>	<b>\$140.25</b>	
<b>Fairfield Bay News (Fairfield Bay, Arkansas)</b>									
10/22/2014	30.00	PCI	\$10.20		\$306.00	\$45.91	(15.00%)	\$260.09	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$10.20</b>	<b>\$0.00</b>	<b>\$306.00</b>	<b>\$45.91</b>	<b>\$260.09</b>	
<b>HSU The Oracle (Arkadelphia, Arkansas)</b>									
10/20/2014	30.00	Special	\$147.00		\$147.00	\$22.05	(15.00%)	\$124.95	
Caption: Half page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$147.00</b>	<b>\$0.00</b>	<b>\$147.00</b>	<b>\$22.05</b>	<b>\$124.95</b>	
<b>Heber Springs Sun-Times (Heber Springs, Arkansas)</b>									
10/22/2014	30.00	PCI	\$8.95		\$268.50	\$40.28	(15.00%)	\$228.22	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$8.95</b>	<b>\$0.00</b>	<b>\$268.50</b>	<b>\$40.28</b>	<b>\$228.22</b>	
<b>Hope Star (Hope, Arkansas)</b>									
10/21/2014	30.00	PCI	\$16.25		\$487.50	\$73.14	(15.00%)	\$414.36	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$16.25</b>	<b>\$0.00</b>	<b>\$487.50</b>	<b>\$73.14</b>	<b>\$414.36</b>	
<b>Jacksonville-Cabot Arkansas Leader (Jacksonville, Arkansas)</b>									
10/22/2014	30.00	PCI	\$21.20		\$636.00	\$95.41	(15.00%)	\$540.59	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$21.20</b>	<b>\$0.00</b>	<b>\$636.00</b>	<b>\$95.41</b>	<b>\$540.59</b>	
<b>Jonesboro Sun (Jonesboro, Arkansas)</b>									
10/26/2014	30.00	PCI	\$31.35		\$940.50	\$141.10	(15.00%)	\$799.40	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$31.35</b>	<b>\$0.00</b>	<b>\$940.50</b>	<b>\$141.10</b>	<b>\$799.40</b>	
<b>Lonoke Democrat (Lonoke, Arkansas)</b>									
10/23/2014	30.00	PCI	\$10.00		\$300.00	\$45.01	(15.00%)	\$254.99	
Caption: Quarter Page BW									
<b>Subtotal:</b>			<b>30.00</b>	<b>\$10.00</b>	<b>\$0.00</b>	<b>\$300.00</b>	<b>\$45.01</b>	<b>\$254.99</b>	
<b>Malvern Daily Record (Malvern, Arkansas)</b>									

Gross Advertising	\$11,004.00	Total Misc	\$0.00	Amount Paid	\$0.00
Agency Discount	\$1,650.85	Tax	\$0.00	Adjustments	\$0.00
Other Discount	\$0.00	Total Billed	\$9,353.15	Payment Date	
Service Charge	\$0.00	Unbilled	\$0.00	Balance Due	\$9,353.15

THANK YOU FOR USING ARKANSAS PRESS SERVICES, INC.

Payment is due upon receipt of invoice.

Please pay APS promptly. APS will pay newspapers.



**Arkansas Press Services, Inc.**

www.arkansaspress.org  
 411 South Victory  
 Little Rock, Arkansas 72201  
 Phone: 800-569-8762 Fax: 1-501-374-7509

**ADVERTISING ESTIMATE**

October 08, 2014

*Invoice = 10/23/14*

Order: 14112LL0

Document Number: 49251

ATTN: Let Arkansas Decide! Contact  
 Let Arkansas Decide!  
 1501 N University Ave  
 Little Rock, Arkansas 72201

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V: (501) 861-1300 F: Email: info@LetArkansasDecide.com

Advertiser: **Let Arkansas Decide!**  
 P.O.#:  
 Client Order #:  
 Brand:  
 Campaign:  
 Position:  
 Copy:

Run Date	Ad Size	ROP Rate	ROP Type	Agency Commission	Color Rate	Color Type	Agency Commission	Net Total
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**College**

<b>ASU The Herald (Jonesboro, AR) (Monday) --</b>								
Mon 10/27/14	Paid: 0 Free: 5000 3.00 X 10.00	\$252.00	Special	15.0000%	\$0.00		0.0000%	\$214.19
Caption: Quarter page BW								
<b>ATU Arka Tech (Russellville, AR) (Thursday) --</b>								
Thu 10/30/14	Paid: 0 Free: 1000 3.00 X 10.00	\$120.00	Special	15.0000%	\$0.00		0.0000%	\$102.00
Caption: Quarter page BW								
<b>The Arkansas Traveler (U of A) (Fayetteville, AR) (Wednesday) --</b>								
Wed 10/29/14	Paid: 0 Free: 6000 3.00 X 10.00	\$480.00	Special	15.0000%	\$0.00		0.0000%	\$407.99
Caption: Quarter page BW								
<b>HSU The Oracle (Arkadelphia, AR) (Monday) --</b>								
Mon 10/27/14	3.00 X 10.00	\$147.00	Special	15.0000%	\$0.00		0.0000%	\$124.95
Caption: Half page BW								
<b>UALR The Forum (Little Rock, AR) (Wednesday) --</b>								
Wed 10/29/14	Paid: 0 Free: 2500 3.00 X 10.00	\$107.00	Special	15.0000%	\$0.00		0.0000%	\$90.95
Caption: Half page BW								
<b>UCA Echo (Conway, AR) (Wednesday) --</b>								
Wed 10/29/14	Paid: 0 Free: 5500 3.00 X 10.00	\$280.00	Special	15.0000%	\$0.00		0.0000%	\$237.99
Caption: Quarter page BW								

**Dailies**

<b>Batesville Daily Guard (Batesville, AR) (Mon, Tue, Wed, Thu, Fri) 6.00-1.833-21.00</b>								
Wed 10/29/14	Circ: 8569 3.00 X 10.00	\$10.78	PCI	15.0000%	\$0.00		0.0000%	\$274.88
Caption: Quarter Page BW								
<b>Conway Log Cabin Democrat (Conway, AR) (Sun, Mon, Tue, Wed, Thu, Fri, Sat) 6.00-1.833-21.50</b>								
Sun 11/02/14	Circ: 10539 3.00 X 10.00	\$17.65	Political	15.0000%	\$0.00		0.0000%	\$450.06
Caption: Quarter Page BW								

Run Date	Ad Size	ROP Rate	ROP Type	Agency Commission	Color Rate	Color Type	Agency Commission	Net Total
<b>Clinton Van Buren County Democrat (Clinton, AR) (Wednesday) 6.00-1.833-20.25</b>								
Wed 10/29/14	Circ: 4054 3.00 X 10.00	\$15.25	PCI	15.0000%	\$0.00		0.0000%	\$388.87
Caption: Quarter Page BW								
<b>England Democrat (England, AR) (Wednesday) 6.00-1.833-21.00</b>								
Wed 10/29/14	Circ: 1748 3.00 X 10.00	\$5.50	PCI	15.0000%	\$0.00		0.0000%	\$140.25
Caption: Quarter Page BW								
<b>Fairfield Bay News (Fairfield Bay, AR) (Wednesday) 6.00-1.833-21.00</b>								
Wed 10/29/14	Circ: 1795 3.00 X 10.00	\$10.20	PCI	15.0000%	\$0.00		0.0000%	\$260.09
Caption: Quarter Page BW								
<b>Heber Springs Sun-Times (Heber Springs, AR) (Wed, Fri) 6.00-1.833-21.00</b>								
Wed 10/29/14	Circ: 5523 3.00 X 10.00	\$8.95	PCI	15.0000%	\$0.00		0.0000%	\$228.22
Caption: Quarter Page BW								
<b>Jacksonville-Cabot Arkansas Leader (Jacksonville, AR) (Wed, Sat) 6.00-1.833-21.50</b>								
Wed 10/29/14	Circ: 13165 3.00 X 10.00	\$21.20	PCI	15.0000%	\$0.00		0.0000%	\$540.59
Caption: Quarter Page BW								
<b>Lonoke Democrat (Lonoke, AR) (Thursday) 6.00-1.833-20.25</b>								
Thu 10/30/14	Circ: 1502 3.00 X 10.00	\$10.00	PCI	15.0000%	\$0.00		0.0000%	\$254.99
Caption: Quarter Page BW								
<b>Mena Star (Mena, AR) (Thursday) 6.00-1.75-21.50</b>								
Thu 10/30/14	Circ: 4208 3.00 X 10.00	\$10.50	PCI	15.0000%	\$0.00		0.0000%	\$267.74
Caption: Quarter Page BW								
<b>Mountain View Stone County Leader (Mountain View, AR) (Wednesday) 6.00-1.563-20.25</b>								
Wed 10/29/14	Circ: 5039 3.00 X 10.00	\$8.25	PCI	15.0000%	\$0.00		0.0000%	\$210.37
Caption: Quarter Page BW								
<b>Nashville Leader (Nashville, AR) (Wednesday) 6.00-1.835-21.00</b>								
Wed 10/29/14	Circ: 2587 3.00 X 10.00	\$8.34	PCI	15.0000%	\$0.00		0.0000%	\$212.66
Caption: Quarter Page BW								
<b>Nashville News (Nashville, AR) (Mon, Thu) 6.00-2-21.00</b>								
Thu 10/30/14	Circ: 2580 3.00 X 10.00	\$7.60	PCI	15.0000%	\$0.00		0.0000%	\$193.80
Caption: Quarter Page BW								
<b>Pocahontas Star Herald (Pocahontas, AR) (Thursday) 6.00-1.833-21.50</b>								
Thu 10/30/14	Circ: 4022 3.00 X 10.00	\$8.00	PCI	15.0000%	\$0.00		0.0000%	\$203.99
Caption: Quarter Page BW								
<b>Sheridan Headlight (Sheridan, AR) (Wednesday) 6.00-1.833-21.50</b>								
Wed 10/29/14	Circ: 3400 3.00 X 10.00	\$8.25	PCI	15.0000%	\$0.00		0.0000%	\$210.37
Caption: Quarter Page BW								
<b>Van Buren Press Argus-Courier (Van Buren, AR) (Wed, Sat) 6.00-1.611-21.00</b>								
Wed 10/29/14	Circ: 2738 3.00 X 10.00	\$13.91	PCI	15.0000%	\$0.00		0.0000%	\$354.70
Caption: Quarter Page BW								

<i>Run Date</i>	<i>Ad Size</i>	<i>ROP Rate</i>	<i>ROP Type</i>	<i>Agency Commission</i>	<i>Color Rate</i>	<i>Color Type</i>	<i>Agency Commission</i>	<i>Net Total</i>
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<b>Total Insertions</b>	33	<b>Total Advertising</b>	\$11,004.00	<b>Total Bill</b>
<b>Total Lineage</b>	990.0000	<b>Net</b>	\$9,353.15	\$9,353.15
		<b>Total Misc.</b>	\$0.00	
<b>Total Circulation</b>	137893.0	<b>Tax</b>	\$0.00	

THIS IS AN ESTIMATE OF RATES. RATES ARE SUBJECT TO CHANGE WITHOUT NOTICE. TO ORDER BASED ON THIS ESTIMATE PLEASE SIGN AND FAX BACK TO 501-374-7509. If you have any question please call Arkansas Press at 501-374-1500.

CONFIRMED BY \_\_\_\_\_