

# ORDER



**Orders**  
**Order / Rev:** 711353  
 Alt Order #:  
**Product Desc:** Flight 9/10-9/17, 2012  
 Estimate:  
**Flight Dates:** 09/10/12 - 09/17/12  
**Original Date / Rev:** 09/04/12 / 09/06/12  
**Order Type:** Political

**KPNX**  
**Primary AE:** Mike Mejia  
**Sales Office:** KPNX  
**Sales Region:** LOC

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Kirkpatrick for Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	34	\$22,125.00	\$18,806.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$22,125.00	\$18,806.25	0.00
<b>Totals</b>	<b>34</b>	<b>\$22,125.00</b>	<b>\$18,806.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	09/17/12	09/17/12	M-F 6-7a 12 News Today	CM	6-7a	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	1-----		1		\$400.00		0.00					
2	KPNX	09/10/12	09/10/12	M-F 6-7a 12 News Today	CM	6-7a	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	1-----		1		\$450.00		0.00					
3	KPNX	09/12/12	09/13/12	M-F 6-7a 12 News Today	CM	6-7a	--11---	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	--11---		2		\$450.00		0.00					
4	KPNX	09/17/12	09/17/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	1-----		1		\$350.00		0.00					
5	KPNX	09/13/12	09/13/12	M-F 10-11a Kelly	CM	10-11a	---1---	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	---1---		1		\$225.00		0.00					
6	KPNX	09/12/12	09/14/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--1-1--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	--1-1--		2		\$200.00		0.00					

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 Flight Dates: 09/10/12 - 09/17/12

Advertiser: Kirkpatrick for Congress  
 Product Desc: Flight 9/10-9/17, 2012  
 Estimate:  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	09/17/12	09/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	1-----					1	\$200.00		0.00			
8	KPNX	09/10/12	09/13/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	1--1---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	1--1---					2	\$175.00		0.00			
9	KPNX	09/14/12	09/14/12	Days of Our Lives Days of Our Lives	CM	2-3p	----1--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--					1	\$250.00		0.00			
E 10	KPNX	09/10/12	09/13/12	M-F 3-4p Ellen	CM	3-4p	1--1---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	1--1---					2	\$300.00		0.00			
11	KPNX	09/17/12	09/17/12	M-F 3-4p Ellen	CM	3-4p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	1-----					1	\$300.00		0.00			
12	KPNX	09/12/12	09/14/12	M-F 4-5p 12 News EVB	CM	4-5p	--1-1--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--1-1--					2	\$200.00		0.00			
E 13	KPNX	09/13/12	09/13/12	M-F 5-530p M-F 5-530p	CM	5-530p	---1---	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	---1---					1	\$400.00		0.00			
14	KPNX	09/17/12	09/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	1-----					1	\$400.00		0.00			
E 15	KPNX	09/10/12	09/14/12	M-F 6-630p 12 News 6pm	CM	6-630p	1---1--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	1---1--					2	\$500.00		0.00			
16	KPNX	09/12/12	09/14/12	M-F 630-7p Extra	CM	630-7p	--111--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--111--					3	\$600.00		0.00			
17	KPNX	09/10/12	09/10/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----					1	\$4,000.00		0.00			
18	KPNX	09/12/12	09/12/12	Wed Prime A AGT	CM	7-8p	--W----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--W----					1	\$1,500.00		0.00			
19	KPNX	09/10/12	09/13/12	M-F 10p News M-F 10pm News	CM	10-1035p	1-11---	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	1-11---					3	\$1,200.00		0.00			
20	KPNX	09/17/12	09/17/12	M-F 10p News M-F 10pm News	CM	10-1035p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	1-----					1	\$1,200.00		0.00			
21	KPNX	09/15/12	09/15/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/15/12	09/15/12	-----S-					1	\$1,200.00		0.00			

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**KPNX**

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21	KPNX	09/15/12	09/15/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$1,200.00		0.00			
22	KPNX	09/16/12	09/16/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$1,200.00		0.00			
23	KPNX	09/14/12	09/14/12	Tonight Show Tonight Show	CM	1035-1135p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$500.00		0.00			
24	KPNX	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1035-1135p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----		1				\$500.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 34 \$22,125.00