

# ORDER



**Orders**  
**Order / Rev:** 713108 - 1  
**Alt Order #:**  
**Product Desc:** Flight 10/23-10/29, 2012  
**Estimate:**  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**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-3  
**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
10/01/12	10/28/12	44	\$29,715.00	\$25,257.75
10/29/12	10/29/12	9	\$4,440.00	\$3,774.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	44	\$29,715.00	\$25,257.75	0.00
November 2012	9	\$4,440.00	\$3,774.00	0.00
<b>Totals</b>	<b>53</b>	<b>\$34,155.00</b>	<b>\$29,031.75</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
1	KPNX	10/24/12	10/24/12	M-F 530-6a 12 News Today	CM	530-6a	--1----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	--1----		1		\$165.00		0.00					
2	KPNX	10/29/12	10/29/12	M-F 530-6a 12 News Today	CM	530-6a	1-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	1-----		1		\$165.00		0.00					
3	KPNX	10/23/12	10/23/12	M-F 6-7a 12 News Today	CM	6-7a	-1-----	:30	1	\$400.00	P-3	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:	10/22/12	10/28/12	-1-----		1		\$400.00		0.00					
4	KPNX	10/23/12	10/26/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-1111--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-1111--		4		\$550.00		0.00					
5	KPNX	10/29/12	10/29/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	1-----		1		\$550.00		0.00					
6	KPNX	10/27/12	10/27/12		CM	Saturday Today	-----1-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00

Order / Rev: 713108 - 1  
 Alt Order #:  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kirkpatrick for Congress  
 Product Desc: Flight 10/23-10/29, 2012  
 Estimate:  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SAT TDY															
NBC Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-			1			\$200.00			0.00		
7	KPNX	10/28/12	10/28/12	SUN TDY	CM	6-7a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1			1			\$200.00			0.00		
8	KPNX	10/28/12	10/28/12	Sun 8-10a	CM	8-9a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
12 News Sun Today (8:00 AM-9:00 AM)															
need to run 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1			1			\$200.00			0.00		
9	KPNX	10/23/12	10/25/12	M-F 10-11a	CM	10-11a	-1-1---	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-1-1---			2			\$225.00			0.00		
10	KPNX	10/24/12	10/26/12	M-F 12-1230p	CM	12-1230p	--1-1--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
12 News at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--1-1--			2			\$175.00			0.00		
11	KPNX	10/29/12	10/29/12	M-F 12-1230p	CM	12-1230p	1-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
12 News at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----			1			\$175.00			0.00		
12	KPNX	10/23/12	10/25/12	M-F 1230-1p	CM	1230-1p	-1-1---	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
Millionaire (R)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-1-1---			2			\$175.00			0.00		
13	KPNX	10/29/12	10/29/12	M-F 1230-1p	CM	1230-1p	1-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
Millionaire (R)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----			1			\$175.00			0.00		
14	KPNX	10/23/12	10/26/12	M-F 3-4p	CM	3-4p	-1111--	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-1111--			4			\$375.00			0.00		
15	KPNX	10/29/12	10/29/12	M-F 3-4p	CM	3-4p	1-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----			1			\$375.00			0.00		
16	KPNX	10/23/12	10/26/12	M-F 5-530p	CM	5-530p	-1111--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
M-F 5-530p															
p2 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-1111--			4			\$450.00			0.00		
17	KPNX	10/29/12	10/29/12	M-F 5-530p	CM	5-530p	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
M-F 5-530p															
p2 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----			1			\$450.00			0.00		
18	KPNX	10/23/12	10/26/12	M-F 6-630p	CM	6-630p	-1111--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
12 News 6pm															
p2 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-1111--			4			\$550.00			0.00		
19	KPNX	10/29/12	10/29/12	M-F 6-630p	CM	6-630p	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
12 News 6pm															
p2 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----			1			\$550.00			0.00		

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 Alt Order #:  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kirkpatrick for Congress  
 Product Desc: Flight 10/23-10/29, 2012  
 Estimate:  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	KPNX	10/29/12	10/29/12	M-F 6-630p 12 News 6pm	CM	6-630p	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		p2 per mike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$550.00		0.00			
20	KPNX	10/23/12	10/26/12	M-F 630-7p Extra	CM	630-7p	-1111--	:30	4	\$600.00	P-3	0.00	NM	4	\$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:		10/22/12	10/28/12	-1111--		4				\$600.00		0.00			
21	KPNX	10/29/12	10/29/12	M-F 630-7p Extra	CM	630-7p	1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$600.00		0.00			
22	KPNX	10/24/12	10/24/12	Wed Prime C Chicago Fire	CM	9-10p	--1----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----		1				\$3,500.00		0.00			
23	KPNX	10/26/12	10/26/12	Fri Prime C Dateline	CM	9-10p	----1--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--		1				\$2,000.00		0.00			
24	KPNX	10/23/12	10/26/12	M-F 10p News M-F 10pm News	CM	10-1035p	-1121--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		p2 per miike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1121--		5				\$1,400.00		0.00			
25	KPNX	10/29/12	10/29/12	M-F 10p News M-F 10pm News	CM	10-1035p	1-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		p2 per miike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$1,400.00		0.00			
26	KPNX	10/27/12	10/27/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----1-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		p2 per mike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-		1				\$1,400.00		0.00			
27	KPNX	10/28/12	10/28/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		p2 per mike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1		1				\$1,400.00		0.00			
28	KPNX	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1035-1135p	-1111--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--		4				\$500.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 53 \$34,155.00