

# ORDER



**Orders**  
**Order / Rev:** 713393 - 1  
**Alt Order #:** 06310677  
**Product Desc:** Flight 10/11-10/17, 2012 PATON FOR C  
**Estimate:**  
**Flight Dates:** 10/11/12 - 10/17/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** Political

**KPNX**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

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

**Advertiser Name:** Paton,J/ R / 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
10/01/12	10/17/12	96	\$64,850.00	\$55,122.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	96	\$64,850.00	\$55,122.50	0.00
<b>Totals</b>	<b>96</b>	<b>\$64,850.00</b>	<b>\$55,122.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			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	10/11/12	10/17/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	7	\$1,400.00	P-2	0.00	NM	7	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	MTWTFSS		7				\$1,400.00		0.00			
2	KPNX	10/11/12	10/17/12	M-F 530-6a 12 News Today	CM	530-6a	-TWT---	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-TWT---		3				\$175.00		0.00			
3	KPNX	10/11/12	10/17/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	MTWTF--		5				\$450.00		0.00			
4	KPNX	10/11/12	10/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	22222--	:30	10	\$550.00	P-2	0.00	NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	22222--		10				\$550.00		0.00			
5	KPNX	10/11/12	10/17/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$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:		10/11/12	10/17/12	MTWTF--		5				\$400.00		0.00			
6	KPNX	10/11/12	10/17/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$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:		10/11/12	10/17/12	MTWTF--		5				\$300.00		0.00			

Order / Rev: 713393 - 1  
 Alt Order #: 06310677  
 Flight Dates: 10/11/12 - 10/17/12

Advertiser: Paton,J/ R / Congress  
 Product Desc: Flight 10/11-10/17, 2012 PATON FOR C  
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/11/12	10/17/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$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:	10/11/12	10/17/12	MTWTF--					5	\$300.00		0.00			
7	KPNX	10/11/12	10/17/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$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:	10/11/12	10/17/12	MTWTF--					5	\$200.00		0.00			
8	KPNX	10/11/12	10/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/12	10/17/12	MTWTF--					5	\$225.00		0.00			
9	KPNX	10/11/12	10/17/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$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:	10/11/12	10/17/12	MTWTF--					5	\$200.00		0.00			
10	KPNX	10/11/12	10/17/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$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:	10/11/12	10/17/12	MTWTF--					5	\$300.00		0.00			
11	KPNX	10/11/12	10/17/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/12	10/17/12	MTWTF--					5	\$450.00		0.00			
12	KPNX	10/11/12	10/17/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$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:	10/11/12	10/17/12	MTWTF--					5	\$300.00		0.00			
13	KPNX	10/11/12	10/17/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$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:	10/11/12	10/17/12	MTWTF--					5	\$300.00		0.00			
14	KPNX	10/11/12	10/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/12	10/17/12	MTWTF--					5	\$450.00		0.00			
15	KPNX	10/12/12	10/17/12	NBC Nightly News NBC Nightly News	CM	530-6p	M-W-F--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	M-W-F--					3	\$1,500.00		0.00			
16	KPNX	10/11/12	10/17/12	M-F 6-630p 12 News 6pm no spots 10/11 and 10/16 d/t debate	CM	6-630p	M-W-F--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/11/12	10/17/12	M-W-F--					5	\$550.00		0.00			
17	KPNX	10/11/12	10/17/12	M-F 630-7p Extra no spots 10/11 and 10/16 d/t debate	CM	630-7p	M-W-F--	:30	5	\$800.00	P-2	0.00	NM	5	\$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:	10/11/12	10/17/12	M-W-F--					5	\$800.00		0.00			
18	KPNX	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----					1	\$4,500.00		0.00			
19	KPNX	10/12/12	10/12/12	Fri Prime B Grimm	CM	8-9p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--					1	\$2,500.00		0.00			
20	KPNX	10/12/12	10/12/12		CM	9-10p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00

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Advertiser: Paton,J/ R / Congress  
 Product Desc: Flight 10/11-10/17, 2012 PATON FOR C  
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Prime C Dateline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	----F--			1			\$2,500.00			0.00		
21	KPNX	10/13/12	10/13/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$250.00	P-2	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:		10/08/12	10/14/12	-----S-			1			\$250.00			0.00		
22	KPNX	10/13/12	10/13/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:00 PM-6:30 PM)	-----S-	: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:		10/08/12	10/14/12	-----S-			1			\$450.00			0.00		
23	KPNX	10/13/12	10/13/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:30 PM-7:00 PM)	-----S-	: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:		10/08/12	10/14/12	-----S-			1			\$450.00			0.00		
24	KPNX	10/14/12	10/14/12	Sun 8-10a 12 News Sun Today	CM	8-10a	-----S	:30	1	\$250.00	P-2	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:		10/08/12	10/14/12	-----S			1			\$250.00			0.00		
25	KPNX	10/14/12	10/14/12	NFL Regular Season Fo NFL Regular Season F	CM	Various	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S			1			\$9,000.00			0.00		
													Totals	96	\$64,850.00

\*Tax 1 Note: Tax 0.5%.