

# ORDER



**Orders**  
**Order / Rev:** 713395 - 2  
**Alt Order #:** 06310725  
**Product Desc:** Flight 10/18-10/24, 2012 PATON FOR C  
**Estimate:**  
**Flight Dates:** 10/18/12 - 10/24/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**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	10/24/12	43	\$35,275.00	\$29,983.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$35,275.00	\$29,983.75	0.00
<b>Totals</b>	<b>43</b>	<b>\$35,275.00</b>	<b>\$29,983.75</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
N 1	KPNX	10/18/12	10/24/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/12	10/24/12	MTWTFSS		5				\$1,400.00		0.00			
3	KPNX	10/18/12	10/24/12	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: 10/18/12	10/24/12	MTWTF--		5				\$450.00		0.00			
N 4	KPNX	10/18/12	10/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	: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: 10/18/12	10/24/12	MTWTF--		5				\$550.00		0.00			
5	KPNX	10/18/12	10/24/12	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: 10/18/12	10/24/12	MTWTF--		5				\$225.00		0.00			
7	KPNX	10/18/12	10/24/12	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: 10/18/12	10/24/12	MTWTF--		5				\$450.00		0.00			
10	KPNX	10/18/12	10/24/12	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: 10/18/12	10/24/12	MTWTF--		5				\$450.00		0.00			

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 Alt Order #: 06310725  
 Flight Dates: 10/18/12 - 10/24/12

Advertiser: Paton,J/ R / Congress  
 Product Desc: Flight 10/18-10/24, 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
10	KPNX	10/18/12	10/24/12	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: 10/18/12	10/24/12	MTWTF--		5				\$450.00		0.00			
11	KPNX	10/19/12	10/24/12	NBC Nightly News NBC Nightly News	CM	Various	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: 10/19/12	10/25/12	M-W-F--		3				\$1,500.00		0.00			
12	KPNX	10/18/12	10/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	-TWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		no spots mon 10/22 d/ t debate													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/12	10/24/12	-TWTF--		5				\$550.00		0.00			
13	KPNX	10/20/12	10/20/12	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: 10/15/12	10/21/12	-----S-		1				\$250.00		0.00			
14	KPNX	10/20/12	10/20/12	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: 10/15/12	10/21/12	-----S-		1				\$450.00		0.00			
15	KPNX	10/20/12	10/20/12	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: 10/15/12	10/21/12	-----S-		1				\$450.00		0.00			
16	KPNX	10/21/12	10/21/12	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: 10/15/12	10/21/12	-----S		1				\$250.00		0.00			
17	KPNX	10/21/12	10/21/12	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: 10/15/12	10/21/12	-----S		1				\$9,000.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 43 \$35,275.00