

ORDER



Orders
Order / Rev: 720964
Alt Order #: 06361028
Product Desc: PATON FOR CONGRESS 10/25-10/30,
Estimate:
Flight Dates: 10/25/12 - 10/30/12
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
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	10/28/12	22	\$19,650.00	\$16,702.50
10/29/12	10/30/12	20	\$15,950.00	\$13,557.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$19,650.00	\$16,702.50	0.00
November 2012	20	\$15,950.00	\$13,557.50	0.00
Totals	42	\$35,600.00	\$30,260.00	0.00

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	10/25/12	10/30/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MT- TFS-	: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:	10/25/12	10/31/12	MT- TFS-		5			\$1,400.00			0.00			
2	KPNX	10/25/12	10/30/12	M-F 6-7a 12 News Today	CM	6-7a	MT- TF- -	:30	4	\$450.00	P-2	0.00	NM	4	\$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:	10/25/12	10/31/12	MT- TF- -		4			\$450.00			0.00			
3	KPNX	10/25/12	10/30/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT- TF- -	:30	6	\$550.00	P-2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/12	10/31/12	MT- TF- -		6			\$550.00			0.00			
4	KPNX	10/25/12	10/30/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MT- TF- -	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/12	10/31/12	MT- TF- -		4			\$225.00			0.00			
5	KPNX	10/25/12	10/30/12	Days of Our Lives Days of Our Lives	CM	2-3p	MT- TF- -	:30	4	\$300.00	P-2	0.00	NM	4	\$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:	10/25/12	10/31/12	MT- TF- -		4			\$300.00			0.00			
E 6	KPNX	10/25/12	10/30/12	M-F 3-4p Ellen	CM	3-4p	MT- TF- -	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00

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 Flight Dates: 10/25/12 - 10/30/12

Advertiser: Paton,J/ R / Congress
 Product Desc: PATON FOR CONGRESS 10/25-10/30, **KPNX**
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	MT-TF--					4	\$350.00		0.00			
7	KPNX	10/25/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	MT-TF--	:30	4	\$450.00	P-2	0.00	NM	4	\$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:		10/25/12	10/31/12	MT-TF--					4	\$450.00		0.00			
8	KPNX	10/29/12	10/29/12	NBC Nightly News NBC Nightly News	CM	Various	M-----	:30	1	\$1,500.00	P-2	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:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00			
E 9	KPNX	10/25/12	10/30/12	M-F 6-630p 12 News 6pm	CM	6-630p	MT-TF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	MT-TF--					4	\$700.00		0.00			
10	KPNX	10/29/12	10/29/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,500.00	P-3	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:		10/29/12	11/04/12	M-----					1	\$4,500.00		0.00			
11	KPNX	10/27/12	10/27/12	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:		10/22/12	10/28/12	-----S-					1	\$250.00		0.00			
E 12	KPNX	10/27/12	10/27/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
#of spots changed 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	-----S-					2	\$450.00		0.00			
14	KPNX	10/28/12	10/28/12	Sun 8-10a 12 News Sun Today	CM	Various	-----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:		10/22/12	10/28/12	-----S					1	\$250.00		0.00			
E 15	KPNX	10/28/12	10/28/12	NFL Regular Season FoGM NFL Regular Season F	CM	Various	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
rr 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	-----S					1	\$8,000.00		0.00			
													Totals	42	\$35,600.00

*Tax 1 Note: Tax 0.5%.