

# ORDER



**Orders**  
**Order / Rev:** 713397 - 2  
**Alt Order #:** 06310536  
**Product Desc:** Flight 9/27-10/3, 2012 PATON FOR CON  
**Estimate:**  
**Flight Dates:** 09/27/12 - 10/03/12  
**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	10/03/12	20	\$13,050.00	\$11,092.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$13,050.00	\$11,092.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$13,050.00</b>	<b>\$11,092.50</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
2	KPNX	10/01/12	10/03/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTW- - - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW- - - -		3				\$1,400.00		0.00			
4	KPNX	10/01/12	10/03/12	M-F 6-7a 12 News Today	CM	6-7a	M- W- - - -	: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:		10/01/12	10/07/12	M- W- - - -		2				\$450.00		0.00			
6	KPNX	10/01/12	10/03/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTW- - - -	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW- - - -		3				\$550.00		0.00			
8	KPNX	10/01/12	10/03/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M- W- - - -	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- W- - - -		2				\$225.00		0.00			
10	KPNX	10/01/12	10/03/12	M-F 3-4p Ellen	CM	3-4p	MTW- - - -	:30	3	\$450.00	P-2	0.00	NM	3	\$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:		10/01/12	10/07/12	MTW- - - -		3				\$450.00		0.00			
12	KPNX	10/01/12	10/03/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTW- - - -	:30	3	\$450.00	P-2	0.00	NM	3	\$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:		10/01/12	10/07/12	MTW- - - -		3				\$450.00		0.00			

Order / Rev: 713397 - 2  
 Alt Order #: 06310536  
 Flight Dates: 09/27/12 - 10/03/12

Advertiser: Paton,J/ R / Congress  
 Product Desc: Flight 9/27-10/3, 2012 PATON FOR CON KPNX  
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	KPNX	10/03/12	10/03/12	NBC Nightly News NBC Nightly News	CM	530-6p	--W----	: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: 10/01/12	10/07/12	--W----		1				\$1,500.00		0.00			
16	KPNX	10/01/12	10/03/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW----	:30	3	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----		3				\$550.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KPNX	10/01/12-10/07/12	M-F 6-630p		6-630p	MTW-----	:30		<del>(\$550.00)</del>		0.00	NM		
		Credited [mg line 17]													
17	KPNX	10/03/12	10/03/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W----	: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: 10/01/12	10/07/12	--W----		1				\$550.00		0.00			
		mg													
													Totals	20	\$13,050.00

\*Tax 1 Note: Tax 0.5%.