

ORDER



Orders
Order / Rev: 704492
Alt Order #: 06261283
Product Desc: QUAYLE FOR AZ CD
Estimate: 806812
Flight Dates: 08/06/12 - 08/12/12
Original Date / Rev: 08/03/12 / 08/03/12
Order Type: Political

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

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Ben Quayle for 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
08/06/12	08/12/12	30	\$18,675.00	\$15,873.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	30	\$18,675.00	\$15,873.75	48.50
Totals	30	\$18,675.00	\$15,873.75	48.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	25%	\$18,675.00
Market	100%	\$74,700.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	75%	\$56,025.00

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 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/10/12	08/10/12	M-F 5-530a 12 News Today	CM	5-530a	----F--	:30	1	\$125.00	P-2	1.60	NM	1	\$125.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--			1		\$125.00		1.60				
2	KPNX	08/10/12	08/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$600.00	P-2	2.80	NM	1	\$600.00
OLYMPIC 5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--			1		\$600.00		2.80				
3	KPNX	08/06/12	08/12/12	M-F 530-6a 12 News Today	CM	530-6a	----F--	:30	1	\$175.00	P-2	1.60	NM	1	\$175.00
12 NEWS TODAY rr from \$150 to \$175 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--			1		\$175.00		1.60				
4	KPNX	08/06/12	08/12/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$900.00	P-2	2.80	NM	1	\$900.00
ADD OLYMPIC 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--			1		\$900.00		2.80				
5	KPNX	08/06/12	08/12/12	M-F 6-7a 12 News Today	CM	6-7a	----F--	:30	1	\$600.00	P-2	1.60	NM	1	\$600.00
OLYMPIC 6-7 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--			1		\$600.00		1.60				
6	KPNX	08/06/12	08/12/12	M-F 5-530a 12 News Today	CM	5-530a	M-----	:30	1	\$125.00	P-2	1.60	NM	1	\$125.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	M-----			1		\$125.00		1.60				
7	KPNX	08/06/12	08/12/12	M-F 530-6a 12 News Today	CM	530-6a	M-----	:30	1	\$175.00	P-2	1.60	NM	1	\$175.00
12 NEWS TODAY rr from \$150 to \$175 per Mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	M-----			1		\$175.00		1.60				
8	KPNX	08/06/12	08/12/12	NBC Nightly News NBC Nightly News	CM	Various	M-----	:30	1	\$1,200.00	P-2	2.80	NM	1	\$1,200.00
NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	M-----			1		\$1,200.00		2.80				
9	KPNX	08/06/12	08/06/12	M-F 6-7a 12 News Today	CM	6-7a	M-----	:30	1	\$600.00	P-2	1.60	NM	1	\$600.00
OLYMPIC 6-7 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	M-----			1		\$600.00		1.60				
10	KPNX	08/12/12	08/12/12	Olympics Weekend 8-5p Olympics Weekend DT	CM	8-5p	-----S	:30	1	\$2,000.00	P-2	4.10	NM	1	\$2,000.00
DATELINE- na dt oly. booked oly weekend dt 8a-5p ok per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$2,000.00		4.10				
11	KPNX	08/11/12	08/11/12	Olympics Weekend 8-5p Olympics Weekend DT	CM	8-5p	-----S-	:30	2	\$2,000.00	P-2	1.40	NM	2	\$4,000.00
MEET THE PRESS na dt oly. mike booked 2x sat 8/11 8a-5p oly weekend dt @\$2000															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-			2		\$2,000.00		1.40				
12	KPNX	08/09/12	08/09/12	M-F 5-530a 12 News Today	CM	5-530a	---T---	:30	1	\$125.00	P-2	1.60	NM	1	\$125.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---			1		\$125.00		1.60				
13	KPNX	08/09/12	08/09/12		CM	530-6a	---T---	:30	1	\$175.00	P-2	1.60	NM	1	\$175.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 530-6a 12 News Today											
				12 NEWS TODAY rr from \$150 to \$175 per mike											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---		1				\$175.00		1.60			
14	KPNX	08/09/12	08/09/12	NBC Nightly News NBC Nightly News	CM	Various	---T---	:30	1	\$1,200.00	P-2	2.80	NM	1	\$1,200.00
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---		1				\$1,200.00		2.80			
17	KPNX	08/07/12	08/07/12	M-F 5-530a 12 News Today	CM	5-530a	-T-----	:30	1	\$125.00	P-2	1.60	NM	1	\$125.00
				12 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-----		1				\$125.00		1.60			
18	KPNX	08/06/12	08/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$600.00	P-2	2.80	NM	1	\$600.00
				OLYMPIC 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-----		1				\$600.00		2.80			
19	KPNX	08/06/12	08/12/12	M-F 530-6a 12 News Today	CM	530-6a	-T-----	:30	1	\$175.00	P-2	1.60	NM	1	\$175.00
				12 NEWS TODAY rr from \$150 to 175 per mike											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-----		1				\$175.00		1.60			
20	KPNX	08/07/12	08/07/12	M-F 6-630p 12 News 6pm	CM	6-630p	-T-----	:30	1	\$900.00	P-2	2.80	NM	1	\$900.00
				ADD OLYMPIC 6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-----		1				\$900.00		2.80			
22	KPNX	08/08/12	08/08/12	M-F 5-530a 12 News Today	CM	5-530a	--W----	:30	1	\$125.00	P-2	1.60	NM	1	\$125.00
				12 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W----		1				\$125.00		1.60			
23	KPNX	08/08/12	08/08/12	M-F 5-530p M-F 5-530p	CM	5-530p	--W----	:30	1	\$600.00	P-2	2.80	NM	1	\$600.00
				OLYMPIC 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W----		1				\$600.00		2.80			
24	KPNX	08/08/12	08/08/12	M-F 530-6a 12 News Today	CM	530-6a	--W----	:30	1	\$175.00	P-2	1.60	NM	1	\$175.00
				12 NEWS TODAY- rr from \$150 to \$175											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W----		1				\$175.00		1.60			
25	KPNX	08/08/12	08/08/12	NBC Nightly News NBC Nightly News	CM	Various	--W----	:30	1	\$1,200.00	P-2	2.80	NM	1	\$1,200.00
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W----		1				\$1,200.00		2.80			
27	KPNX	08/06/12	08/10/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
				per mike											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		5				\$375.00		0.00			
28	KPNX	08/12/12	08/12/12	Olympics Weeked 4-8a Olympics Weekend DT (5:00 AM-8:00 AM)	CM	4-8a	-----S	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
				per mike											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		2				\$450.00		0.00			

Totals 30 \$18,675.00

*Tax 1 Note: Tax 0.5%.