

ORDER



KPNX

Orders
Order / Rev: 702762
Alt Order #: 06255666
Product Desc: SCHWEIKERT FOR CON
Estimate:
Flight Dates: 07/29/12 - 08/03/12
Original Date / Rev: 07/26/12 / 07/26/12
Order Type: Political

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: Schweikert for Congress
Demographic: A35+
Product Codes: PL-US Senate
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
06/25/12	07/29/12	1	\$3,500.00	\$2,975.00
07/30/12	08/03/12	26	\$25,100.00	\$21,335.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	1	\$3,500.00	\$2,975.00	0.00
August 2012	26	\$25,100.00	\$21,335.00	0.00
Totals	27	\$28,600.00	\$24,310.00	0.00

Account Executives

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

Order Share

Order Share	Share	Total
KPNX	29%	\$28,600.00
Market	100%	\$98,620.69

Competitive Share

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	14%	\$13,806.90
KPAZ	0%	\$0.00
KPHO	18%	\$17,751.72
KPPX	0%	\$0.00
KSAZ	19%	\$18,737.93
KTFL	0%	\$0.00
KTVK	20%	\$19,724.14
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	07/29/12	07/29/12	Olympic Late News Olympic Late News	CM	Olympic Late News	-----S	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S		1				\$3,500.00		0.00			
2	KPNX	07/31/12	08/02/12	Olympic Late News Olympic Late News	CM	Olympic Late News	-T-T---	:30	2	\$3,500.00	P-2	0.00	NM	2	\$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:	07/30/12	08/05/12	-T-T---		2				\$3,500.00		0.00			
3	KPNX	07/30/12	08/03/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWTF--		5				\$700.00		0.00			
4	KPNX	07/30/12	08/03/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M--TF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	M--TF--		3				\$800.00		0.00			
5	KPNX	07/31/12	08/01/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-22----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-22----		4				\$800.00		0.00			
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-22----		4				\$800.00		0.00			
6	KPNX	07/30/12	08/03/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWTF--		5				\$700.00		0.00			
7	KPNX	07/30/12	08/03/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWTF--		5				\$1,000.00		0.00			
9	KPNX	07/31/12	08/01/12	Olympics Overnight Olympics Overnight	CM	Olympics Overnight	-TW----	:30	2	\$250.00	P-2	0.00	NM	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:	07/30/12	08/05/12	-TW----		2				\$250.00		0.00			
													Totals	27	\$28,600.00

*Tax 1 Note: Tax 0.5%.