

ORDER



Orders
Order / Rev: 708419
Alt Order #: 06291261
Product Desc: Flight 8/22, 2012
Estimate:
Flight Dates: 08/22/12 - 08/22/12
Original Date / Rev: 08/21/12 / 08/21/12
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: Schweikert for Congress
Demographic: A35+
Product Codes: PL-State House Representative
Priority: P-3
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
07/30/12	08/22/12	6	\$2,975.00	\$2,528.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$2,975.00	\$2,528.75	0.00
Totals	6	\$2,975.00	\$2,528.75	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

	Share	Total
KPNX	25%	\$2,975.00
Market	100%	\$11,900.00

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	17%	\$2,023.00
KPAZ	0%	\$0.00
KPHO	23%	\$2,737.00
KPPX	0%	\$0.00
KSAZ	11%	\$1,309.00
KTFL	0%	\$0.00
KTVK	24%	\$2,856.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Schweikert for Congress
 Product Desc: Flight 8/22, 2012
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/22/12	08/22/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$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: 08/20/12	08/26/12	--W----		1				\$1,100.00		0.00			
2	KPNX	08/22/12	08/22/12	M-F 6-7a 12 News Today	CM	6-7a	--W----	:30	1	\$350.00	P-3	0.00	NM	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: 08/20/12	08/26/12	--W----		1				\$350.00		0.00			
3	KPNX	08/22/12	08/22/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W----	: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: 08/20/12	08/26/12	--W----		1				\$450.00		0.00			
4	KPNX	08/22/12	08/22/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--W----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----		1				\$175.00		0.00			
5	KPNX	08/22/12	08/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----		1				\$400.00		0.00			
6	KPNX	08/22/12	08/22/12	M-F 6-630p 12 News 6pm	CM	6-630p	--W----	:30	1	\$500.00	P-3	0.00	NM	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: 08/20/12	08/26/12	--W----		1				\$500.00		0.00			
													Totals	6	\$2,975.00

*Tax 1 Note: Tax 0.5%.