

ORDER



Orders
Order / Rev: 708157 - 1
Alt Order #: 06289582
Product Desc: ANDREI FOR CONGRESS Flight 8/21-8
Estimate: 1645
Flight Dates: 08/21/12 - 08/22/12
Original Date / Rev: 08/20/12 / 08/21/12
Order Type: Political

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

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: _____
Billing Contact: _____
3050 K St NW
Washington, DC 20007

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

Advertiser
Name: Cherny for State Treasurer
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
08/20/12	08/26/12	12	\$8,575.00	\$7,288.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	12	\$8,575.00	\$7,288.75	0.00
Totals	12	\$8,575.00	\$7,288.75	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	22%	\$8,575.00
Market	100%	\$38,977.27

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	18%	\$7,015.91
KPAZ	0%	\$0.00
KPHO	18%	\$7,015.91
KPPX	0%	\$0.00
KSAZ	27%	\$10,523.86
KTFL	0%	\$0.00
KTVK	15%	\$5,846.59
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Cherny for State Treasurer
 Product Desc: ANDREI FOR CONGRESS Flight 8/21-8
 Estimate: 1645
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/21/12	08/22/12	Tonight Show Tonight Show	CM	1035-1135p	-TW----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-TW----					2	\$650.00		0.00			
2	KPNX	08/21/12	08/22/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	-TW----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
12 NEWS EVB LIVE 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-TW----					1	\$300.00		0.00			
3	KPNX	08/21/12	08/22/12	M-F 5-530a 12 News Today	CM	5-530a	-TW----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
12 NEWS TODAY ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-TW----					1	\$150.00		0.00			
4	KPNX	08/21/12	08/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	-TW----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
12 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-TW----					1	\$450.00		0.00			
5	KPNX	08/21/12	08/22/12	M-F 530-6a 12 News Today	CM	530-6a	-TW----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
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:		08/21/12	08/27/12	-TW----					1	\$175.00		0.00			
8	KPNX	08/21/12	08/22/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-TW----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-TW----					2	\$450.00		0.00			
9	KPNX	08/21/12	08/22/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-TW----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
12 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-TW----					1	\$1,300.00		0.00			
10	KPNX	08/22/12	08/22/12	Wed Prime B AGT	CM	8-9p	--W----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
AGT - NEW															
		<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	\$4,000.00		0.00			
11	KPNX	08/22/12	08/22/12	M-F 5-6a 12 News Rotation	CM	5-6a	--W----	:30	2	\$0.00	P-1	0.00	NM	2	\$0.00
w/value \$175 each LUR adjustment w/o 8/5-8/12 per Mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					2	\$0.00		0.00			
													Totals	12	\$8,575.00

*Tax 1 Note: Tax 0.5%.