

ORDER



Orders
Order / Rev: 708821
Alt Order #: 06293262
Product Desc: ANDREI FOR CONGRESS
Estimate: 1657
Flight Dates: 08/23/12 - 08/29/12
Original Date / Rev: 08/22/12 / 08/22/12
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 | 11 | \$9,375.00 | \$7,968.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| August 2012 | 11 | \$9,375.00 | \$7,968.75 | 0.00 |
| Totals | 11 | \$9,375.00 | \$7,968.75 | 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 | 28% | \$9,375.00 |
| Market | 100% | \$33,482.14 |

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 | 16% | \$5,357.14 |
| KPAZ | 0% | \$0.00 |
| KPHO | 18% | \$6,026.79 |
| KPPX | 0% | \$0.00 |
| KSAZ | 29% | \$9,709.82 |
| KTFL | 0% | \$0.00 |
| KTVK | 9% | \$3,013.39 |
| KTVW | 0% | \$0.00 |
| KUSK | 0% | \$0.00 |
| KUTP | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

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 Flight Dates: 08/23/12 - 08/29/12

Advertiser: Cheryn for State Treasurer
 Product Desc: ANDREI FOR CONGRESS
 Estimate: 1657
KPNX

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 1 | KPNX | 08/23/12 | 08/24/12 | M-F 5-530p M-F 5-530p | CM | 5-530p | ---TF-- | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| 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: | | 08/23/12 | 08/29/12 | ---TF-- | | | | | 1 | \$400.00 | | 0.00 | | | |
| 2 | KPNX | 08/23/12 | 08/24/12 | M-F 530-6a 12 News Today | CM | 530-6a | ---TF-- | :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: | | 08/23/12 | 08/29/12 | ---TF-- | | | | | 1 | \$175.00 | | 0.00 | | | |
| 3 | KPNX | 08/23/12 | 08/24/12 | M-F 6-630p 12 News 6pm | CM | 6-630p | ---TF-- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| 12 NEWS AT 6PM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/23/12 | 08/29/12 | ---TF-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 4 | KPNX | 08/23/12 | 08/24/12 | M-F 6-7a 12 News Today | CM | 6-7a | ---TF-- | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| 12 NEWS AT 6AM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/23/12 | 08/29/12 | ---TF-- | | | | | 1 | \$400.00 | | 0.00 | | | |
| 5 | KPNX | 08/23/12 | 08/24/12 | M-F Today Show 7-9a NBC Today Show | CM | 7-9a | ---TF-- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/23/12 | 08/29/12 | ---TF-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 6 | KPNX | 08/24/12 | 08/24/12 | Fri Prime C Dateline | CM | 9-10p | ----F-- | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| DATELINE - 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 | ----F-- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| 7 | KPNX | 08/23/12 | 08/24/12 | 12 News 10pm M-SU 12 News 10 pm M-Su | CM | 10-1035p | ---TF-- | :30 | 2 | \$1,200.00 | P-2 | 0.00 | NM | 2 | \$2,400.00 |
| 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: | | 08/23/12 | 08/29/12 | ---TF-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| 8 | KPNX | 08/23/12 | 08/23/12 | Thu Prime C Rock Center with BW | CM | 9-10p | ---T--- | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| ROCK CENTER W/B. WILLIAMS | | | | | | | | | | | | | | | |
| | | <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 | ---T--- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| 9 | KPNX | 08/23/12 | 08/24/12 | M-F 6-7a 12 News Today | CM | 6-7a | ---TF-- | :30 | 1 | \$0.00 | P-1 | 0.00 | NM | 1 | \$0.00 |
| 12 NEWS AT 6AM- W/Value \$400 LUR adjustment 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: | | 08/23/12 | 08/29/12 | ---TF-- | | | | | 1 | \$0.00 | | 0.00 | | | |
| 10 | KPNX | 08/23/12 | 08/24/12 | 1-2p Arizona Middy Arizona Middy | CM | 1-2p | ---TF-- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 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 | ---TF-- | | | | | 1 | \$100.00 | | 0.00 | | | |

*Tax 1 Note: Tax 0.5%.

Totals 11 \$9,375.00