

ORDER



Orders
Order / Rev: 709793
 Alt Order #: 06297799
 Product Desc: ANDREI FOR CONGRESS
 Estimate: 1679
 Flight Dates: 08/27/12 - 08/28/12
 Original Date / Rev: 08/24/12 / 08/24/12
 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
08/27/12	09/02/12	13	\$4,275.00	\$3,633.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$4,275.00	\$3,633.75	0.00
Totals	13	\$4,275.00	\$3,633.75	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	29%	\$4,275.00
Market	100%	\$14,741.38

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%	\$2,358.62
KPAZ	0%	\$0.00
KPHO	21%	\$3,095.69
KPPX	0%	\$0.00
KSAZ	21%	\$3,095.69
KTFL	0%	\$0.00
KTVK	13%	\$1,916.38
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/27/12	08/28/12	M-F 10-11a Kelly	CM	10-11a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----			2		\$200.00		0.00				
E 2	KPNX	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1035-1135p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$450.00		0.00				
E 3	KPNX	08/27/12	08/27/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$175.00		0.00				
E 4	KPNX	08/27/12	08/28/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MT-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
12 NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----			2		\$175.00		0.00				
E 5	KPNX	08/27/12	08/28/12	M-F 3-4p Ellen	CM	3-4p	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----			2		\$300.00		0.00				
E 6	KPNX	08/27/12	08/27/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
12 NEWS EVB LIVE 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$175.00		0.00				
E 7	KPNX	08/27/12	08/27/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
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:		08/27/12	09/02/12	M-----			1		\$175.00		0.00				
E 8	KPNX	08/27/12	08/28/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	: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:		08/27/12	09/02/12	MT-----			1		\$450.00		0.00				
E 9	KPNX	08/27/12	08/28/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MT-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----			1		\$300.00		0.00				
E 10	KPNX	08/27/12	08/27/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
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:		08/27/12	09/02/12	M-----			1		\$1,200.00		0.00				

*Tax 1 Note: Tax 0.5%.

Totals 13 \$4,275.00