

ORDER



Orders
Order / Rev: 708340
 Alt Order #: _____
Product Desc: Flight 8/22-8/24, 2012
 Estimate: _____
Flight Dates: 08/22/12 - 08/24/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: Political

KPNX
Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency
Name: Media Strategies & Research/ POL
Buying Contact: _____
Billing Contact: _____
11350 Randon Hills Road, Suite 670
Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Sinema, K/ D/ Congress
Demographic: A25-54
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
07/30/12	08/24/12	6	\$2,850.00	\$2,422.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$2,850.00	\$2,422.50	0.00
Totals	6	\$2,850.00	\$2,422.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	20%	\$2,850.00
Market	100%	\$14,250.00

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	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	80%	\$11,400.00

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 Flight Dates: 08/22/12 - 08/24/12

Advertiser: Sinema, K/ D/ Congress
 Product Desc: Flight 8/22-8/24, 2012
 Estimate:
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/24/12	08/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	: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	----F--		1				\$450.00		0.00			
2	KPNX	08/23/12	08/23/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<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	---T---		1				\$200.00		0.00			
3	KPNX	08/22/12	08/22/12	M-F 3-4p Ellen	CM	3-4p	--W----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<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				\$300.00		0.00			
4	KPNX	08/24/12	08/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<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	----F--		1				\$600.00		0.00			
5	KPNX	08/22/12	08/22/12	M-F 10p News M-F 10pm News	CM	10-1035p	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<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				\$1,300.00		0.00			
6	KPNX	08/22/12	08/24/12	M-F 6-7a 12 News Today w/value \$400 LUR adjustment w/o 8/5-8/12 per Mike	CM	6-7a	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		<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	--WTF--		1				\$0.00		0.00			
													Totals	6	\$2,850.00

*Tax 1 Note: Tax 0.5%.