

ORDER



Orders
Order / Rev: 722259
Alt Order #:
Product Desc: Flight 10/16-10/22, 2012
Estimate: 12515
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/16/12 / 10/16/12
Order Type: Political

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

Agency Name: Media Strategies
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
10/01/12	10/22/12	34	\$25,940.00	\$22,049.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$25,940.00	\$22,049.00	0.00
Totals	34	\$25,940.00	\$22,049.00	0.00

Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/17/12	10/17/12	M-F 530-6a 12 News Today	CM	530-6a	--W----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--W----		1		\$165.00		0.00					
2	KPNX	10/16/12	10/18/12	M-F 6-7a 12 News Today	CM	6-7a	-1-1---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-1-1---		2		\$400.00		0.00					
3	KPNX	10/22/12	10/22/12	M-F 6-7a 12 News Today	CM	6-7a	1-----	: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:		10/22/12	10/28/12	1-----		1		\$400.00		0.00					
4	KPNX	10/17/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W-F--	:30	2	\$550.00	P-2	0.00	NM	2	\$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:		10/15/12	10/21/12	--W-F--		2		\$550.00		0.00					
5	KPNX	10/22/12	10/22/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1-----		1		\$550.00		0.00					
6	KPNX	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1		\$250.00		0.00					

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 Estimate: 12515
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	10/17/12	10/19/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--1-1--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1-1--					2	\$250.00		0.00			
8	KPNX	10/18/12	10/18/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	---T---	: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:	10/15/12	10/21/12	---T---					1	\$175.00		0.00			
9	KPNX	10/16/12	10/16/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$300.00	P-3	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:	10/15/12	10/21/12	-T-----					1	\$300.00		0.00			
10	KPNX	10/22/12	10/22/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$300.00	P-3	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:	10/22/12	10/28/12	M-----					1	\$300.00		0.00			
11	KPNX	10/16/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1111--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--					4	\$600.00		0.00			
12	KPNX	10/22/12	10/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	: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:	10/22/12	10/28/12	1-----					1	\$600.00		0.00			
13	KPNX	10/16/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	-1111--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--					4	\$700.00		0.00			
14	KPNX	10/22/12	10/22/12	M-F 6-630p 12 News 6pm	CM	6-630p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----					1	\$700.00		0.00			
15	KPNX	10/18/12	10/19/12	M-F 630-7p Extra	CM	630-7p	---11--	:30	2	\$600.00	P-3	0.00	NM	2	\$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:	10/15/12	10/21/12	---11--					2	\$600.00		0.00			
16	KPNX	10/16/12	10/16/12	Tue Prime B The Voice	CM	8-9p	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-----					1	\$3,500.00		0.00			
17	KPNX	10/16/12	10/19/12	M-F 10p News M-F 10pm News	CM	10-1035p	-1111--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--					4	\$1,400.00		0.00			
18	KPNX	10/22/12	10/22/12	M-F 10p News M-F 10pm News	CM	10-1035p	1-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$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:	10/22/12	10/28/12	1-----					1	\$1,400.00		0.00			
19	KPNX	10/20/12	10/20/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	: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:	10/15/12	10/21/12	-----S-					1	\$1,300.00		0.00			
20	KPNX	10/21/12	10/21/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	: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:	10/15/12	10/21/12	-----S					1	\$1,300.00		0.00			
21	KPNX	10/22/12	10/22/12	M-F 630-7p Extra	CM	630-7p	1-----	:30	1	\$600.00	P-3	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:	10/22/12	10/28/12	1-----					1	\$600.00		0.00			

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21	KPNX	10/22/12	10/22/12	M-F 630-7p Extra	CM	630-7p	1-----	:30	1	\$600.00	P-3	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: 10/22/12	10/28/12	1-----		1		\$600.00		0.00					
													Totals	34	\$25,940.00

*Tax 1 Note: Tax 0.5%.