

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**

**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KPNX-TV Phoenix	<b>Date:</b> 8/3/2012
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I, Media Strategies and Research,  
 being on behalf of: Kyrsten Sinema, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Congress  
 in the Primary  
 election to be held on Tuesday, August 28, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>  The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					

Date of First Broadcast:	Date of Last Broadcast:
<b>Tuesday, August 07, 2012</b>	<b>Sunday, August 12, 2012</b>

**Total Gross Charges: \$14,500.00**



**Media Strategies and Research**  
 1580 Lincoln Street, Suite 510      11350 Random Hills Road, Suite 670  
 Denver, Colorado 80203              Fairfax, Virginia 22030  
 (303) 989-4700                          (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

I represent that the payment for the above described broadcast time has been furnished by:

**Kyrsten Sinema for Congress**

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Stephen Anderson**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Friday, August 03, 2012

Date

Signature

***To Be Signed By Station Representative***

Accepted

Accepted In Part

Rejected

Signature

MICHAEL MEJIA

Printed Name

LSM

Title



# ORDER



**Orders**  
**Order / Rev:** 704622  
**Alt Order #:**  
**Product Desc:** Flight 8/7-8/12, 2012  
**Estimate:**  
**Flight Dates:** 08/07/12 - 08/12/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**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	08/12/12	12	\$14,500.00	\$12,325.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	12	\$14,500.00	\$12,325.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$14,500.00</b>	<b>\$12,325.00</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

Order Share	Share	Total
KPNX	20%	\$14,500.00
Market	100%	\$72,500.00

**Competitive Share**

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%	\$58,000.00

Order / Rev: 704622  
 Alt Order #:  
 Flight Dates: 08/07/12 - 08/12/12

Advertiser: Sinema, K/ D/ Congress  
 Product Desc: Flight 8/7-8/12, 2012  
 Estimate:  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPNX	08/07/12	08/12/12	M-F 6-7a 12 News Today	CM	6-7a	-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: 08/06/12	08/12/12	-1111--					4	\$600.00		0.00			
N 2	KPNX	08/07/12	08/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1-1---	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-1-1---					2	\$450.00		0.00			
N 3	KPNX	08/07/12	08/10/12	M-F 6-630p 12 News 6pm	CM	6-630p	--1-1--	:30	2	\$600.00	P-2	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: 08/06/12	08/12/12	--1-1--					2	\$600.00		0.00			
N 4	KPNX	08/07/12	08/10/12	Olympic Late News Olympic Late News	CM	Olympic Late News	-1-1---	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-1-1---					2	\$2,500.00		0.00			
N 5	KPNX	08/11/12	08/11/12	Olympic Late News Olympic Late News	CM	Olympic Late News	-----1-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$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: 08/06/12	08/12/12	-----1-					1	\$2,500.00		0.00			
N 6	KPNX	08/12/12	08/12/12	Olympic Late News Olympic Late News	CM	Olympic Late News	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$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: 08/06/12	08/12/12	-----1					1	\$2,500.00		0.00			
													Totals	12	\$14,500.00



# Station Order Revised Sinema for Congress 2012

**Market:** Phoenix

**Flight Dates:** Tuesday, August 07, 2012 to Sunday, August 12, 2012

Estimate ID

11565

**Contact:** Mike Mejia  
**Email:** mmejia@12news.com

**Phone:** 602-257-1212  
**Fax:** 602-257-6664  
**Direct:**

*REVISED*

*LOW*

## KPNX-S2

Program Name	DP	Days Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug 07	Aug 08	Aug 09	Aug 10	Aug 11	Aug 12	
KPNX 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$600.00 <b>\$2,400.00</b>	1	1	1	1			4
KPNX 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$450.00 <b>\$900.00</b>	1		1				2
KPNX 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$600.00 <b>\$1,200.00</b>		1		1			2
KPNX 10p News 11:00 PM 11:30 PM	LN	M-F 30	\$2,500.00 <b>\$5,000.00</b>	1		1				2
Saturday 10p News 11:00 PM 11:30 PM	LN	Sa 30	\$2,500.00 <b>\$2,500.00</b>					1		1
Sunday 10p News 11:00 PM 11:30 PM	LN	Su 30	\$2,500.00 <b>\$2,500.00</b>						1	1
<b>Station Gross Totals</b>			<b>\$14,500.00</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>12</b>

*P/2*



*FB7 / US HOUSE*



Suzanne Collins  
**Media Strategies and Research**  
1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/3/2012 3:55:57 PM

KPNX-S2

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