

ORDER



Orders
Order / Rev: 724394
Alt Order #: 06392392
Product Desc: PARKER FOR CONGRESS Flight 10/24
Estimate:
Flight Dates: 10/24/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KPNX
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Jamestown Associates/ POL
Buying Contact:
Billing Contact:
 5 Mapletown Road Suite 300
 Princeton, NJ 08540

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

Advertiser Name: Vernon Parker for Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-1
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	10/28/12	19	\$13,300.00	\$11,305.00
10/29/12	11/06/12	32	\$34,350.00	\$29,197.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$13,300.00	\$11,305.00	0.00
November 2012	32	\$34,350.00	\$29,197.50	0.00
Totals	51	\$47,650.00	\$40,502.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			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	10/24/12	10/26/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<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	--WTF--		2				\$1,000.00		0.00			
2	KPNX	10/29/12	11/02/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$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:	10/29/12	11/04/12	MTWTF--		5				\$1,000.00		0.00			
3	KPNX	11/05/12	11/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----		2				\$1,000.00		0.00			
4	KPNX	10/24/12	10/26/12	M-F 10-11a Kelly	CM	10-11a	--WTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$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	--WTF--		2				\$350.00		0.00			
5	KPNX	10/29/12	11/02/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$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:	10/29/12	11/04/12	MTWTF--		4				\$350.00		0.00			
6	KPNX	11/05/12	11/05/12	M-F 10-11a Kelly	CM	10-11a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/05/12	M-----		1				\$350.00		0.00			

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 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	11/05/12	11/05/12	M-F 10-11a Kelly	CM	10-11a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
7	KPNX	10/24/12	10/26/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<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	--WTF--		2				\$500.00		0.00			
8	KPNX	10/29/12	11/02/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$500.00		0.00			
9	KPNX	11/05/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$500.00		0.00			
10	KPNX	10/24/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		2				\$900.00		0.00			
11	KPNX	10/29/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		4				\$900.00		0.00			
12	KPNX	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$900.00		0.00			
13	KPNX	10/24/12	10/26/12	M-F 6-630p 12 News 6pm	CM	6-630p	--WTF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$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: 10/22/12	10/28/12	--WTF--		2				\$1,400.00		0.00			
14	KPNX	10/29/12	11/02/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$1,400.00		0.00			
15	KPNX	11/05/12	11/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$1,400.00	P-1	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: 11/05/12	11/11/12	M-----		1				\$1,400.00		0.00			
16	KPNX	10/24/12	10/26/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--WTF--	:30	2	\$2,500.00	P-1	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: 10/22/12	10/28/12	--WTF--		2				\$2,500.00		0.00			
17	KPNX	10/29/12	11/02/12	M-F 10p News M-F 10pm News	CM	10-1035p	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		4				\$2,500.00		0.00			
18	KPNX	11/05/12	11/05/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-----	:30	1	\$2,500.00	P-1	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: 11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
19	KPNX	10/29/12	11/02/12	EM (M-Su) Early Morning (M-Su)	CM	4-9a	MTWTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$500.00		0.00			
20	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		w/value \$425 LUR adjustment 9/17-9/23													

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20	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$425 LUR adjustment 9/17-9/23															
		<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	-----S-					1	\$0.00		0.00			
21	KPNX	10/28/12	10/28/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$400 LUR adjustment 9/17-9/23															
		<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	-----S					1	\$0.00		0.00			
22	KPNX	10/24/12	10/26/12	M-F 530-6a 12 News Today	CM	530-6a	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$200 LUR adjustment 10/2-10/7															
		<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	--WTF--					1	\$0.00		0.00			
23	KPNX	10/24/12	10/26/12	M-F 10p News M-F 10pm News	CM	10-1035p	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$1200 LUR adjustment 9/24-9/30															
		<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	--WTF--					1	\$0.00		0.00			
24	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$400 LUR adjustment 9/24-9/30															
		<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	-----S-					1	\$0.00		0.00			
25	KPNX	10/24/12	10/26/12	1-2p Arizona Middy Arizona Middy	CM	1-2p	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$65 LUR adjustment 9/24-9/30															
		<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	--WTF--					1	\$0.00		0.00			
26	KPNX	10/24/12	10/26/12	M-F 4-430a NBC Early Today	CM	4-430a	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$25 LUR adjustment 9/24-9/30															
		<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	--WTF--					1	\$0.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 51 \$47,650.00