

ORDER



Orders
Order / Rev: 719140 - 2
Alt Order #: 06357273
Product Desc: PARKER FOR CONGRESS Flight 10/1-1
Estimate:
Flight Dates: 10/01/12 - 10/04/12
Original Date / Rev: 10/04/12 / 10/04/12
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-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	10/04/12	16	\$8,950.00	\$7,607.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$8,950.00	\$7,607.50	25.80
Totals	16	\$8,950.00	\$7,607.50	25.80

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	10/01/12	10/04/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWT---	:30	3	\$500.00	P-2	1.60	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:	10/01/12	10/07/12	MTWT---					3	\$500.00		1.60			
2	KPNX	10/01/12	10/04/12	M-F 10-11a Kelly	CM	10-11a	MTWT---	:30	3	\$175.00	P-3	1.30	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWT---					3	\$175.00		1.30			
3	KPNX	10/01/12	10/04/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWT---	:30	3	\$800.00	P-1	3.00	NM	2	\$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:	10/01/12	10/07/12	MTWT---					3	\$800.00		3.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KPNX	10/01/12-10/07/12	M-F 6-630p		6-630p	MTWTh-----	:30		(\$800.00)		3.00	NM		
				<i>Credited</i> [mgs lines 7-9]											
4	KPNX	10/01/12	10/04/12	M-F 10p News M-F 10pm News	CM	10-1035p	MTWT---	:30	3	\$1,300.00	P-2	3.70	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWT---					3	\$1,300.00		3.70			
5	KPNX	10/01/12	10/04/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWT---	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWT---					1	\$225.00		0.00			

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 Flight Dates: 10/01/12 - 10/04/12

Advertiser: Vernon Parker for Congress
 Product Desc: PARKER FOR CONGRESS Flight 10/1-'
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KPNX	10/01/12	10/04/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWT---	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
6	KPNX	10/01/12	10/04/12	M-F 6-7a 12 News Today	CM	6-7a	MTWT---	:30	1	\$400.00	P-2	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: 10/01/12	10/07/12	MTWT---		1		\$400.00		0.00					
7	KPNX	10/04/12	10/04/12	M-F 6-7a 12 News Today	CM	6-7a	---T---	:30	1	\$400.00	P-2	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: 10/01/12	10/07/12	---T---		1		\$400.00		0.00					
8	KPNX	10/04/12	10/04/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	---T---	: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: 10/01/12	10/07/12	---T---		1		\$250.00		0.00					
9	KPNX	10/04/12	10/04/12	M-F 5-530a 12 News Today	CM	5-530a	---T---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	---T---		1		\$150.00		0.00					
													Totals	16	\$8,950.00

*Tax 1 Note: Tax 0.5%.