

# ORDER



**Orders**  
**Order / Rev:** 724162 - 2  
**Alt Order #:** 06389349  
**Product Desc:** FLAKE FOR SENATE  
**Estimate:**  
**Flight Dates:** 10/23/12 - 11/02/12  
**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:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Flake/R/Senate  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**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
10/22/12	10/28/12	20	\$32,250.00	\$27,412.50
10/29/12	11/04/12	21	\$44,600.00	\$37,910.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$32,250.00	\$27,412.50	0.00
November 2012	21	\$44,600.00	\$37,910.00	0.00
<b>Totals</b>	<b>41</b>	<b>\$76,850.00</b>	<b>\$65,322.50</b>	<b>0.00</b>

**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	10/23/12	10/28/12	Days of Our Lives Days of Our Lives	CM	2-3p	-TWTF--	:30	7	\$400.00	P-2	0.00	NM	7	\$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	-TWTF--		7				\$400.00		0.00			
2	KPNX	10/29/12	11/02/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	10	\$400.00	P-2	0.00	NM	10	\$4,000.00
		<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--		10				\$400.00		0.00			
3	KPNX	10/23/12	10/28/12	1105pm-1205xm 1105p Extra (Sun)	CM	1105pm-1205xm	-----S	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<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	-----S		2				\$175.00		0.00			
4	KPNX	10/29/12	11/02/12	Mon Prime C Revolution	CM	9-10p	M-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<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	M-----		1				\$4,500.00		0.00			
5	KPNX	10/23/12	11/02/12	Tue Prime C Tue Prime C	CM	9-10p	-T-----	:30	2	\$6,000.00	P-1	0.00	NM	4	\$24,000.00
		<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	-T-----		2				\$6,000.00		0.00			
Week:		10/29/12	11/04/12	-T-----		2				\$6,000.00		0.00			
6	KPNX	10/23/12	10/28/12	Tue Prime C Parenthood	CM	9-10p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	0	\$0.00

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 Alt Order #: 06389349  
 Flight Dates: 10/23/12 - 11/02/12

Advertiser: Flake/R/Senate  
 Product Desc: FLAKE FOR SENATE  
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/23/12	10/28/12	Tue Prime C Parenthood	CM	9-10p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	0	\$0.00
		<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	-T-----		1				\$2,500.00		0.00			
<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>		
1	KPNX	10/22/12-10/28/12		Tue Prime C		9-10p	-T-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
	Credited [credit \$4300, \$ moved into nfl game 10/28 and 11/4]														
7	KPNX	10/23/12	11/02/12	Wed Prime A Animal Practice/Guys	CM	7-8p	--W----	:30	2	\$2,500.00	P-2	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:	10/22/12	10/28/12	--W----		2				\$2,500.00		0.00			
	Week:	10/29/12	11/04/12	--W----		2				\$2,500.00		0.00			
8	KPNX	10/29/12	11/02/12	Wed Prime B Law & Order: SVU	CM	8-9p	--W----	:30	1	\$2,500.00	P-3	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:	10/29/12	11/04/12	--W----		1				\$2,500.00		0.00			
9	KPNX	10/23/12	11/02/12	Thu Prime A 30 Rock/Up All Night	CM	7-8p	---T---	:30	1	\$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	---T---		1				\$2,500.00		0.00			
	Week:	10/29/12	11/04/12	---T---		1				\$2,500.00		0.00			
10	KPNX	10/29/12	11/02/12	Thu Prime B Office/Parks & Rec	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:	10/29/12	11/04/12	---T---		1				\$3,500.00		0.00			
11	KPNX	10/23/12	11/02/12	Fri Prime A Fri Prime A	CM	658-8p	----F--	:30	1	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,600.00		0.00			
	Week:	10/29/12	11/04/12	----F--		1				\$1,600.00		0.00			
12	KPNX	10/23/12	11/02/12	Fri Prime B Grimm	CM	8-9p	----F--	:30	1	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<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	----F--		1				\$4,000.00		0.00			
	Week:	10/29/12	11/04/12	----F--		1				\$4,000.00		0.00			
13	KPNX	10/29/12	11/02/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$5,000.00	P-1	0.00	NM	1	\$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	----F--		1				\$5,000.00		0.00			
14	KPNX	10/23/12	10/28/12	Sat Prime A Revolution	CM	7-8p	-----S-	:30	2	\$800.00	P-1	0.00	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:	10/22/12	10/28/12	-----S-		2				\$800.00		0.00			
15	KPNX	10/23/12	10/28/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	2	\$900.00	P-3	0.00	NM	0	\$0.00
		<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	-----S-		2				\$900.00		0.00			
<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>		
1	KPNX	10/22/12-10/28/12		Sat Prime B		8-9p	-----Sa--	:30		<del>(\$900.00)</del>		0.00	NM		
	Credited [credit \$4300, \$ moved into nfl game 10/28 and 11/4]														
2	KPNX	10/22/12-10/28/12		Sat Prime B		8-9p	-----Sa--	:30		<del>(\$900.00)</del>		0.00	NM		
	Credited [credit \$4300, \$ moved into nfl game 10/28 and 11/4]														
16	KPNX	10/23/12	10/28/12	Sat Prime C Law & Order: SVU	CM	9-10p	-----S-	:30	2	\$1,200.00	P-3	0.00	NM	2	\$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:	10/22/12	10/28/12	-----S-		2				\$1,200.00		0.00			

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 Product Desc: FLAKE FOR SENATE  
 Estimate: \_\_\_\_\_

**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
*Tax 1 Note: Tax 0.5%.													Totals	41	\$76,850.00