

# ORDER



**Orders**

**Order / Rev:** 697415 - 1  
**Alt Order #:** 06219967  
**Product Desc:** FLAKE FOR SENATE  
**Estimate:** 813819  
**Flight Dates:** 08/13/12 - 08/19/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**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
08/13/12	08/19/12	20	\$9,300.00	\$7,905.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	20	\$9,300.00	\$7,905.00	0.00
<b>Totals</b>	<b>20</b>	<b>\$9,300.00</b>	<b>\$7,905.00</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%

**Order Share**

Order Share	Share	Total
KPNX	29%	\$9,300.00
Market	100%	\$32,068.97

**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	20%	\$6,413.79
KPAZ	0%	\$0.00
KPHO	12%	\$3,848.28
KPPX	0%	\$0.00
KSAZ	18%	\$5,772.41
KTFL	0%	\$0.00
KTVK	21%	\$6,734.48
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KPNX	08/17/12	08/17/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	----F--	1	\$650.00	0.00								
6	KPNX	08/17/12	08/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	----F--	1	\$200.00	0.00								
N 10	KPNX	08/17/12	08/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	----F--	1	\$450.00	0.00								
14	KPNX	08/13/12	08/13/12	Tonight Show Tonight Show	CM	1035-1135p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	M-----	1	\$650.00	0.00								
17	KPNX	08/13/12	08/13/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	M-----	1	\$200.00	0.00								
N 21	KPNX	08/13/12	08/13/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	M-----	1	\$450.00	0.00								
24	KPNX	08/18/12	08/18/12	Sat Prime Other Stars Earn Stipes	CM	8-10p (8:00 PM-9:00 PM)	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
PRIME ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	-----S-	1	\$800.00	0.00								
28	KPNX	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	-----S	1	\$300.00	0.00								
32	KPNX	08/16/12	08/16/12	Tonight Show Tonight Show	CM	1035-1135p	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	---T---	1	\$650.00	0.00								
35	KPNX	08/16/12	08/16/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	---T---	1	\$200.00	0.00								
36	KPNX	08/16/12	08/16/12	M-F 6-630p 12 News @ 6P	CM	6-630p	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
12 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	---T---	1	\$600.00	0.00								
N 38	KPNX	08/16/12	08/16/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	---T---	1	\$450.00	0.00								
41	KPNX	08/14/12	08/14/12		CM	1035-1135p	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00

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				Tonight Show											
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1				\$650.00		0.00			
44	KPNX	08/14/12	08/14/12	M-F 12-1230p	CM	12-1230p	-T-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				12 News at Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1				\$200.00		0.00			
45	KPNX	08/14/12	08/14/12	M-F 6-630p	CM	6-630p	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				12 News 6pm											
				12 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1				\$600.00		0.00			
N47	KPNX	08/14/12	08/14/12	M-F Today Show 7-9a	CM	7-9a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				NBC Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1				\$450.00		0.00			
50	KPNX	08/15/12	08/15/12	Tonight Show	CM	1035-1135p	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----		1				\$650.00		0.00			
53	KPNX	08/15/12	08/15/12	M-F 12-1230p	CM	12-1230p	--W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				12 News at Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----		1				\$200.00		0.00			
N57	KPNX	08/15/12	08/15/12	M-F Today Show 7-9a	CM	7-9a	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				NBC Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----		1				\$450.00		0.00			
N59	KPNX	08/19/12	08/19/12	530-6p 12 News Sunday	CM	530-6p	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				12 News Sunday											
				ADD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$500.00		0.00			
													Totals	20	\$9,300.00

\*Tax 1 Note: Tax 0.5%.