

# ORDER



**Orders**  
**Order / Rev:** 717217  
**Alt Order #:** 06341627  
**Product Desc:** FLAKE FOR SENATE  
**Estimate:** C30N06  
**Flight Dates:** 10/30/12 - 11/06/12  
**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:** 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-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
10/29/12	11/04/12	55	\$36,200.00	\$30,770.00
11/05/12	11/11/12	18	\$14,675.00	\$12,473.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	73	\$50,875.00	\$43,243.75	299.20
<b>Totals</b>	<b>73</b>	<b>\$50,875.00</b>	<b>\$43,243.75</b>	<b>299.20</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	11/02/12	11/02/12	1-2p Arizona Middy Arizona Middy	CM	1-2p	----F--	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
AZ MIDDAY <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 \$75.00 1.80															
2	KPNX	11/02/12	11/02/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	----F--	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
12 NEWS @ 10P <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 \$1,300.00 9.30															
3	KPNX	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$650.00	P-2	4.30	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: 10/29/12 11/04/12 ----F-- 1 \$650.00 4.30															
4	KPNX	11/02/12	11/02/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	----F--	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
MILLIONAIRE <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 \$175.00 2.50															
5	KPNX	11/02/12	11/02/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	----F--	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$225.00 2.50															

Order / Rev: 717217  
 Alt Order #: 06341627  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Flake/R/Senate  
 Product Desc: FLAKE FOR SENATE  
 Estimate: C30N06  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	11/02/12	11/02/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
ELLEN															
		<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			\$350.00			2.10		
7	KPNX	11/02/12	11/02/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$600.00	P-2	3.70	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:		10/29/12	11/04/12	----F--			1			\$600.00			3.70		
8	KPNX	11/02/12	11/02/12	M-F 630-7p Extra	CM	630-7p	----F--	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
EXTRA															
		<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			\$700.00			3.50		
9	KPNX	11/02/12	11/02/12	Fri Prime A Whitney/ Community	CM	658-8p	----F--	:30	1	\$1,200.00	P-3	9.20	NM	1	\$1,200.00
GRIMM															
		<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			\$1,200.00			9.20		
10	KPNX	11/02/12	11/02/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	1	\$500.00	P-2	1.80	NM	1	\$500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--			1			\$500.00			1.80		
11	KPNX	11/02/12	11/02/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,500.00	P-2	12.70	NM	1	\$2,500.00
DATELINE															
		<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			\$2,500.00			12.70		
12	KPNX	11/05/12	11/05/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	M-----	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
AZ MIDDAY															
		<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			\$75.00			1.80		
13	KPNX	11/05/12	11/05/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
12 NEWS @ 10P															
		<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			\$1,300.00			9.30		
14	KPNX	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035-1135p	M-----	:30	1	\$650.00	P-2	4.30	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:		11/05/12	11/11/12	M-----			1			\$650.00			4.30		
15	KPNX	11/05/12	11/05/12	M-F 11a-12p Today Show III	CM	11a-12p	M-----	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
TODAY SHOW 3															
		<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			\$175.00			1.90		
16	KPNX	11/05/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
MILLIONAIRE															
		<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			\$175.00			2.50		
17	KPNX	11/05/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----			1			\$225.00			2.50		
18	KPNX	11/05/12	11/05/12		CM	3-4p	M-----	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00

Order / Rev: 717217  
 Alt Order #: 06341627  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Flake/R/Senate  
 Product Desc: FLAKE FOR SENATE  
 Estimate: C30N06  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Ellen											
				ELLEN											
		<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	2.10								
19	KPNX	11/05/12	11/05/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
				12 NEWS VALLEY											
		<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	\$300.00	1.70								
20	KPNX	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
				12 NEWS @ 5P											
		<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	\$450.00	2.70								
21	KPNX	11/05/12	11/05/12	NBC Nightly News NBC Nightly News	CM	Various	M-----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NIGHTLY NEWS											
		<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	\$1,000.00	4.60								
22	KPNX	11/05/12	11/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$600.00	P-2	3.70	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:		11/05/12	11/11/12	M-----	1	\$600.00	3.70								
23	KPNX	11/05/12	11/05/12	M-F 630-7p Extra	CM	630-7p	M-----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
				EXTRA											
		<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	\$700.00	3.50								
24	KPNX	11/05/12	11/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$500.00	P-2	1.80	NM	1	\$500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	M-----	1	\$500.00	1.80								
25	KPNX	11/05/12	11/05/12	Mon Prime Other The Voice	CM	Various	M-----	:30	1	\$4,500.00	P-3	13.00	NM	1	\$4,500.00
				VOICE											
		<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	\$4,500.00	13.00								
26	KPNX	11/05/12	11/05/12	Mon Prime C Revolution	CM	9-10p	M-----	:30	1	\$2,500.00	P-3	10.70	NM	1	\$2,500.00
				REVOLUTION											
		<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	10.70								
27	KPNX	11/03/12	11/03/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 NEWS @ 10P											
		<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	-----S-	1	\$1,300.00	9.30								
28	KPNX	11/03/12	11/03/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$350.00	P-3	1.70	NM	1	\$350.00
				CHRIS MATTHEWS											
		<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	-----S-	1	\$350.00	1.70								
29	KPNX	11/03/12	11/03/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$400.00	P-2	4.30	NM	1	\$400.00
				12 NEWS SAT											
		<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	-----S-	1	\$400.00	4.30								
30	KPNX	11/03/12	11/03/12		CM	Saturday Today	-----S-	:30	1	\$250.00	P-2	1.50	NM	1	\$250.00

Order / Rev: 717217  
 Alt Order #: 06341627  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Flake/R/Senate  
 Product Desc: FLAKE FOR SENATE  
 Estimate: C30N06  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SAT TDY NBC Today Show															
SAT TODAY															
		<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	-----S-					1	\$250.00		1.50			
31	KPNX	11/03/12	11/03/12	Saturday Morning News CM		Various	-----S-	:30	1	\$250.00	P-2	2.90	NM	1	\$250.00
12 NEWS SAT															
		<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	-----S-					1	\$250.00		2.90			
32	KPNX	11/04/12	11/04/12	Su 10 pm News CM		10-1035p	-----S	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
12 NEWS @ 10P															
		<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	-----S					1	\$1,300.00		9.30			
33	KPNX	11/04/12	11/04/12	1035pm - Sports Tonight CM		1035-1105p	-----S	:30	1	\$350.00	P-3	8.80	NM	1	\$350.00
SPORTS TONIGHT															
		<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	-----S					1	\$350.00		8.80			
34	KPNX	11/04/12	11/04/12	SUN TDY CM		5-9a	-----S	:30	1	\$250.00	P-2	1.40	NM	1	\$250.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$250.00		1.40			
35	KPNX	11/04/12	11/04/12	Sun 8-10a CM		Various	-----S	:30	1	\$250.00	P-2	5.00	NM	1	\$250.00
12 NEWS SUNDAY															
		<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	-----S					1	\$250.00		5.00			
36	KPNX	11/01/12	11/01/12	1-2p Arizona MIDDAY CM		1-2p	---T---	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
AZ MIDDAY															
		<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	\$75.00		1.80			
37	KPNX	11/01/12	11/01/12	Tonight Show CM		1035-1135p	---T---	:30	1	\$650.00	P-2	4.30	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:		10/29/12	11/04/12	---T---					1	\$650.00		4.30			
38	KPNX	11/01/12	11/01/12	M-F 11a-12p CM		11a-12p	---T---	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
TODAY SHOW 3															
		<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	\$175.00		1.90			
39	KPNX	11/01/12	11/01/12	M-F 12-1230p CM		12-1230p	---T---	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$225.00		2.50			
40	KPNX	11/01/12	11/01/12	M-F 3-4p CM		3-4p	---T---	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
ELLEN															
		<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	\$350.00		2.10			
41	KPNX	11/01/12	11/01/12	M-F 4-5p CM		4-5p	---T---	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
12 NEWS VALLEY															
		<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	\$300.00		1.70			
42	KPNX	11/01/12	11/01/12	CM		5-530p	---T---	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00

Order / Rev: 717217  
 Alt Order #: 06341627  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Flake/R/Senate  
 Product Desc: FLAKE FOR SENATE  
 Estimate: C30N06  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-530p M-F 5-530p											
				12 NEWS @ 5P											
		<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	\$450.00		2.70			
43	KPNX	11/01/12	11/01/12	NBC Nightly News NBC Nightly News	CM	Various	---T---	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NIGHTLY NEWS											
		<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	\$1,000.00		4.60			
44	KPNX	11/01/12	11/01/12	M-F 630-7p Extra	CM	630-7p	---T---	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
				EXTRA											
		<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	\$700.00		3.50			
45	KPNX	11/01/12	11/01/12	Thu Prime A 30 Rock/Up All Night	CM	7-8p	---T---	:30	1	\$1,600.00	P-2	7.30	NM	1	\$1,600.00
				30 ROCK/UP NIGHT											
		<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	\$1,600.00		7.30			
46	KPNX	11/01/12	11/01/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---T---	:30	1	\$500.00	P-2	1.80	NM	1	\$500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$500.00		1.80			
47	KPNX	11/01/12	11/01/12	Thu Prime C Rock Center with Bri	CM	9-10p	---T---	:30	1	\$3,000.00	P-3	10.50	NM	1	\$3,000.00
				ROCK CENTER											
		<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	\$3,000.00		10.50			
48	KPNX	10/30/12	10/30/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-T-----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 NEWS @ 10P											
		<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	\$1,300.00		9.30			
49	KPNX	10/30/12	11/06/12	M-F 11a-12p Today Show III	CM	11a-12p	-T-----	:30	1	\$175.00	P-2	1.90	NM	2	\$350.00
				TODAY SHOW 3											
		<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	\$175.00		1.90			
Week:		11/05/12	11/11/12	-T-----					1	\$175.00		1.90			
50	KPNX	10/30/12	10/30/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	-T-----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
				MILLIONAIRE											
		<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	\$175.00		2.50			
51	KPNX	10/30/12	10/30/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	-T-----	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$225.00		2.50			
52	KPNX	10/30/12	10/30/12	M-F 4-5p 12 News VALLEY	CM	4-5p	-T-----	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
				12 NEWS VALLEY											
		<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	\$300.00		1.70			
53	KPNX	10/30/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
				12 NEWS @ 5P											
		<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	\$450.00		2.70			

Order / Rev: 717217  
 Alt Order #: 06341627  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Flake/R/Senate  
 Product Desc: FLAKE FOR SENATE  
 Estimate: C30N06  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
54	KPNX	10/30/12	10/30/12	NBC Nightly News NBC Nightly News	CM	Various	-T-----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
NIGHTLY NEWS															
		<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	\$1,000.00		4.60			
55	KPNX	10/30/12	10/30/12	M-F 6-630p 12 News 6pm	CM	6-630p	-T-----	:30	1	\$600.00	P-2	3.70	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:		10/29/12	11/04/12	-T-----					1	\$600.00		3.70			
56	KPNX	10/30/12	10/30/12	M-F 630-7p Extra	CM	630-7p	-T-----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
EXTRA															
		<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	\$700.00		3.50			
57	KPNX	10/30/12	11/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-T-----	:30	2	\$500.00	P-2	1.80	NM	3	\$1,500.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHOW															
		<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	\$500.00		1.80			
Week:		11/05/12	11/11/12	-T-----					2	\$500.00		1.80			
58	KPNX	10/31/12	10/31/12	1-2p Arizona Middy Arizona Middy	CM	1-2p	--W----	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
AZ MIDDAY															
		<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	\$75.00		1.80			
59	KPNX	10/31/12	10/31/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--W----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
12 NEWS @ 10P															
		<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	\$1,300.00		9.30			
60	KPNX	10/31/12	10/31/12	Tonight Show Tonight Show	CM	1035-1135p	--W----	:30	1	\$650.00	P-2	4.30	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:		10/29/12	11/04/12	--W----					1	\$650.00		4.30			
61	KPNX	10/31/12	10/31/12	M-F 11a-12p Today Show III	CM	11a-12p	--W----	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
TODAY SHOW 3															
		<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	\$175.00		1.90			
62	KPNX	10/31/12	10/31/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	--W----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
MILLIONAIRE															
		<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	\$175.00		2.50			
63	KPNX	10/31/12	10/31/12	M-F 3-4p Ellen	CM	3-4p	--W----	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
ELLEN															
		<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	\$350.00		2.10			
64	KPNX	10/31/12	10/31/12	M-F 4-5p 12 News EVB	CM	4-5p	--W----	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
12 NEWS VALLEY															
		<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	\$300.00		1.70			
65	KPNX	10/31/12	10/31/12	M-F 5-530p M-F 5-530p	CM	5-530p	--W----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
12 NEWS @ 5P															
		<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	\$450.00		2.70			

Order / Rev: 717217  
 Alt Order #: 06341627  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Flake/R/Senate  
 Product Desc: FLAKE FOR SENATE  
 Estimate: C30N06  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
65	KPNX	10/31/12	10/31/12	M-F 5-530p M-F 5-530p	CM	5-530p	--W----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
12 NEWS @ 5P															
66	KPNX	10/31/12	10/31/12	NBC Nightly News NBC Nightly News	CM	Various	--W----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
NIGHTLY NEWS															
		<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		\$1,000.00		4.60				
67	KPNX	10/31/12	10/31/12	M-F 6-630p 12 News 6pm	CM	6-630p	--W----	:30	1	\$600.00	P-2	3.70	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:		10/29/12	11/04/12	--W----			1		\$600.00		3.70				
68	KPNX	10/31/12	10/31/12	M-F 630-7p Extra	CM	630-7p	--W----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
EXTRA															
		<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		\$700.00		3.50				
69	KPNX	10/31/12	10/31/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W----	:30	1	\$500.00	P-2	1.80	NM	1	\$500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$500.00		1.80				
70	KPNX	10/31/12	10/31/12	Wed Prime B Law & Order: SVU	CM	8-9p	--W----	:30	1	\$2,500.00	P-3	11.20	NM	1	\$2,500.00
L&O SVU															
		<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		11.20				

\*Tax 1 Note: Tax 0.5%.

Totals 73 \$50,875.00