

# ORDER



**Orders**  
**Order / Rev:** 719238 - 1  
**Alt Order #:** 06358058  
**Product Desc:** CARMONA FOR AZ  
**Estimate:** 1875  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 10/03/12 / 10/03/12  
**Order Type:** Political

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

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

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

**Advertiser Name:** Carmona,R/ D / 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  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/07/12 | 73      | \$47,415.00  | \$40,302.75 |
| 10/08/12   | 10/14/12 | 19      | \$11,670.00  | \$9,919.50  |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 92        | \$59,085.00        | \$50,222.25        | 0.00        |
| <b>Totals</b> | <b>92</b> | <b>\$59,085.00</b> | <b>\$50,222.25</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 | 10/02/12          | 10/08/12        | M-F 430-5a<br>M-F 430-5a                   | CM    | 430-5a            | MTWTF-- | :30 | 3     | \$20.00     | P-2 | 0.00          | NM   | 3     | \$60.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                    |       | 3                 |         |     |       | \$20.00     |     | 0.00          |      |       |            |
| 2     | KPNX | 10/02/12          | 10/08/12        | M-F 530-6a<br>12 News Today                | CM    | 530-6a            | MTWTF-- | :30 | 3     | \$175.00    | P-2 | 0.00          | 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: |      | 10/02/12          | 10/08/12        | MTWTF--                                    |       | 3                 |         |     |       | \$175.00    |     | 0.00          |      |       |            |
| 3     | KPNX | 10/02/12          | 10/08/12        | M-F Today Show 7-9a<br>NBC Today Show      | CM    | 7-9a              | MTWTF-- | :30 | 4     | \$550.00    | P-2 | 0.00          | NM   | 4     | \$2,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                    |       | 4                 |         |     |       | \$550.00    |     | 0.00          |      |       |            |
| 4     | KPNX | 10/06/12          | 10/06/12        | SAT TDY<br>NBC Today Show                  | CM    | Saturday Today    | -----S- | :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        | -----S-                                    |       | 1                 |         |     |       | \$250.00    |     | 0.00          |      |       |            |
| 5     | KPNX | 10/06/12          | 10/06/12        | Saturday Morning News<br>12 News Sat Today | CM    | Various           | -----S- | :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        | -----S-                                    |       | 1                 |         |     |       | \$250.00    |     | 0.00          |      |       |            |
| 6     | KPNX | 10/07/12          | 10/07/12        | SUN TDY<br>NBC Today Show (Su)             | CM    | 5-9a              | -----S  | :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        | -----S                                     |       | 1                 |         |     |       | \$250.00    |     | 0.00          |      |       |            |

Order / Rev: 719238 - 1  
 Alt Order #: 06358058  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Carmona,R/ D / Senate  
 Product Desc: CARMONA FOR AZ  
 Estimate: 1875  
**KPNX**

| Ln    | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time              | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|--|-------|-----------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 7     | KPNX | 10/07/12          | 10/07/12        | SUN TDY<br>NBC Today Show (Su)           | CM    | 5-9a                        | -----S  | :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        | -----S                                   |       | 1                           |         |     |       | \$250.00    |     | 0.00          |      |       |            |
| 8     | KPNX | 10/02/12          | 10/08/12        | M-F 10-11a<br>Kelly                      | CM    | 10-11a                      | MTWTF-- | :30 | 5     | \$225.00    | P-3 | 0.00          | NM   | 5     | \$1,125.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 5                           |         |     |       | \$225.00    |     | 0.00          |      |       |            |
| 9     | KPNX | 10/02/12          | 10/08/12        | M-F 11a-12p<br>Today Show III            | CM    | 11a-12p                     | MTWTF-- | :30 | 4     | \$200.00    | P-2 | 0.00          | NM   | 4     | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 4                           |         |     |       | \$200.00    |     | 0.00          |      |       |            |
| 10    | KPNX | 10/02/12          | 10/08/12        | M-F 12-1230p<br>12 News at Noon          | CM    | 12-1230p                    | MTWTF-- | :30 | 4     | \$225.00    | P-2 | 0.00          | NM   | 4     | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 4                           |         |     |       | \$225.00    |     | 0.00          |      |       |            |
| 11    | KPNX | 10/02/12          | 10/08/12        | M-F 1230-1p<br>Millionaire (R)           | CM    | 1230-1p                     | MTWTF-- | :30 | 5     | \$200.00    | P-2 | 0.00          | NM   | 5     | \$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: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 5                           |         |     |       | \$200.00    |     | 0.00          |      |       |            |
| 12    | KPNX | 10/02/12          | 10/08/12        | 1-2p Arizona Midday<br>Arizona Midday    | CM    | 1-2p                        | MTWTF-- | :30 | 5     | \$75.00     | P-2 | 0.00          | NM   | 5     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 5                           |         |     |       | \$75.00     |     | 0.00          |      |       |            |
| 13    | KPNX | 10/02/12          | 10/08/12        | M-F 3-4p<br>Ellen                        | CM    | 3-4p                        | MTWTF-- | :30 | 5     | \$350.00    | P-3 | 0.00          | NM   | 5     | \$1,750.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 5                           |         |     |       | \$350.00    |     | 0.00          |      |       |            |
| 14    | KPNX | 10/06/12          | 10/06/12        | Chris Matthews<br>Chris Matthews         | CM    | 5-530p                      | -----S- | :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        | -----S-                                  |       | 1                           |         |     |       | \$400.00    |     | 0.00          |      |       |            |
| 15    | KPNX | 10/02/12          | 10/08/12        | M-F 4-5p<br>12 News EVB                  | CM    | 4-5p<br>(4:00 PM-4:30 PM)   | MTWTF-- | :30 | 5     | \$350.00    | P-2 | 0.00          | NM   | 5     | \$1,750.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 5                           |         |     |       | \$350.00    |     | 0.00          |      |       |            |
| 16    | KPNX | 10/02/12          | 10/08/12        | M-F 4-5p<br>12 News EVB                  | CM    | 4-5p<br>(4:30 PM-5:00 PM)   | MTWTF-- | :30 | 5     | \$350.00    | P-2 | 0.00          | NM   | 5     | \$1,750.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 5                           |         |     |       | \$350.00    |     | 0.00          |      |       |            |
| 17    | KPNX | 10/02/12          | 10/08/12        | M-F 5-530p<br>M-F 5-530p                 | CM    | 5-530p                      | MTWTF-- | :30 | 5     | \$450.00    | P-2 | 0.00          | NM   | 5     | \$2,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 5                           |         |     |       | \$450.00    |     | 0.00          |      |       |            |
| 18    | KPNX | 10/02/12          | 10/08/12        | NBC Nightly News<br>NBC Nightly News     | CM    | 530-6p<br>(5:30 PM-6:00 PM) | MTWTF-- | :30 | 2     | \$1,500.00  | P-2 | 0.00          | NM   | 2     | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 2                           |         |     |       | \$1,500.00  |     | 0.00          |      |       |            |
| 19    | KPNX | 10/02/12          | 10/08/12        | M-F 6-630p<br>12 News 6pm                | CM    | 6-630p                      | MTWTF-- | :30 | 5     | \$600.00    | P-2 | 0.00          | NM   | 5     | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--                                  |       | 5                           |         |     |       | \$600.00    |     | 0.00          |      |       |            |
| 20    | KPNX | 10/06/12          | 10/06/12        | 6-7p 12 News Saturday<br>6p News Now 1hr | CM    | 6-7p                        | -----S- | :30 | 1     | \$300.00    | P-3 | 0.00          | NM   | 1     | \$300.00   |
|       |      | <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        | -----S-                                  |       | 1                           |         |     |       | \$300.00    |     | 0.00          |      |       |            |
| 21    | KPNX | 10/02/12          | 10/08/12        | M-F 630-7p<br>Extra                      | CM    | 630-7p                      | MTWTF-- | :30 | 5     | \$700.00    | P-2 | 0.00          | NM   | 5     | \$3,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u>           |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

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 Alt Order #: 06358058  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Carmona,R/ D / Senate  
 Product Desc: CARMONA FOR AZ  
 Estimate: 1875  
**KPNX**

| Ln | Ch   | Start             | End             | Inventory Code                                | Break | Start/End Time               | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----|------|-------------------|-----------------|---|-------|------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 21 | KPNX | 10/02/12          | 10/08/12        | M-F 630-7p<br>Extra                           | CM    | 630-7p                       | MTWTF-- | :30 | 5                 | \$700.00    | P-2 | 0.00          | NM   | 5     | \$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: 10/02/12    | 10/08/12        | MTWTF--                                       |       |                              |         |     | 5                 | \$700.00    |     | 0.00          |      |       |            |
| 22 | KPNX | 10/08/12          | 10/08/12        | Mon Prime C<br>Revolution                     | CM    | 9-10p                        | M-----  | :30 | 1                 | \$3,500.00  | P-2 | 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: 10/08/12    | 10/14/12        | M-----  |       |                              |         |     | 1                 | \$3,500.00  |     | 0.00          |      |       |            |
| 23 | KPNX | 10/02/12          | 10/02/12        | Tue Prime A<br>The Voice                      | CM    | 7-8p                         | -T----- | :30 | 1                 | \$3,500.00  | P-2 | 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: 10/01/12    | 10/07/12        | -T-----                                       |       |                              |         |     | 1                 | \$3,500.00  |     | 0.00          |      |       |            |
| 24 | KPNX | 10/03/12          | 10/03/12        | Wed Prime B<br>Animal Practice/Guys           | CM    | 8-9p                         | --W---- | :30 | 1                 | \$3,500.00  | P-2 | 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: 10/01/12    | 10/07/12        | --W----                                       |       |                              |         |     | 1                 | \$3,500.00  |     | 0.00          |      |       |            |
| 25 | KPNX | 10/05/12          | 10/05/12        | Fri Prime C<br>Dateline                       | CM    | 9-10p                        | ----F-- | :30 | 1                 | \$2,500.00  | P-2 | 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: 10/01/12    | 10/07/12        | ----F--                                       |       |                              |         |     | 1                 | \$2,500.00  |     | 0.00          |      |       |            |
| 26 | KPNX | 10/07/12          | 10/07/12        | 1035pm - Sports Tonight<br>Sports Tonight     | CM    | 1035-1105p                   | -----S  | :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        | -----S  |       |                              |         |     | 1                 | \$400.00    |     | 0.00          |      |       |            |
| 27 | KPNX | 10/02/12          | 10/08/12        | 12 News 10pm M-SU<br>12 News 10 pm M-Su       | CM    | 10-1035p                     | MTWTFSS | :30 | 5                 | \$1,300.00  | P-2 | 0.00          | NM   | 5     | \$6,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                              |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/02/12    | 10/08/12        | MTWTFSS                                       |       |                              |         |     | 5                 | \$1,300.00  |     | 0.00          |      |       |            |
| 28 | KPNX | 10/02/12          | 10/08/12        | Tonight Show<br>Tonight Show                  | CM    | 1035-1135p                   | MTWTF-- | :30 | 5                 | \$650.00    | P-2 | 0.00          | NM   | 5     | \$3,250.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                              |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/02/12    | 10/08/12        | MTWTF--                                       |       |                              |         |     | 5                 | \$650.00    |     | 0.00          |      |       |            |
| 29 | KPNX | 10/02/12          | 10/08/12        | Late Night<br>Late Night w/Jimmy F            | CM    | 1135p-1235a                  | MTWTF-- | :30 | 5                 | \$250.00    | P-2 | 0.00          | NM   | 5     | \$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: 10/02/12    | 10/08/12        | MTWTF--                                       |       |                              |         |     | 5                 | \$250.00    |     | 0.00          |      |       |            |
| 30 | KPNX | 10/07/12          | 10/07/12        | NFL Regular Season Fo<br>NFL Regular Season F | CM    | Various<br>(5:30 PM-8:30 PM) | -----S  | :30 | 1                 | \$9,000.00  | P-2 | 0.00          | NM   | 1     | \$9,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       |                              |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S  |       |                              |         |     | 1                 | \$9,000.00  |     | 0.00          |      |       |            |

\*Tax 1 Note: Tax 0.5%.

Totals 92 \$59,085.00