

# ORDER



**Orders**  
**Order / Rev:** 719270 - 1  
**Alt Order #:** 06358154  
**Product Desc:** CARMONA FOR AZ Flight 10/9-10/15, 2  
**Estimate:** 1875  
**Flight Dates:** 10/09/12 - 10/15/12  
**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-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
10/08/12	10/14/12	99	\$63,060.00	\$53,601.00
10/15/12	10/21/12	21	\$10,615.00	\$9,022.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$73,675.00	\$62,623.75	0.00
<b>Totals</b>	<b>120</b>	<b>\$73,675.00</b>	<b>\$62,623.75</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	10/09/12	10/15/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	5	\$165.00	P-2	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--		5				\$165.00		0.00			
2	KPNX	10/09/12	10/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	10	\$500.00	P-2	0.00	NM	10	\$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:		10/09/12	10/15/12	MTWTF--		10				\$500.00		0.00			
3	KPNX	10/13/12	10/13/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$200.00	P-2	0.00	NM	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:		10/08/12	10/14/12	-----S-		2				\$200.00		0.00			
4	KPNX	10/13/12	10/13/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1				\$200.00		0.00			
5	KPNX	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$200.00		0.00			
6	KPNX	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$200.00	P-2	0.00	NM	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:		10/08/12	10/14/12	-----S		2				\$200.00		0.00			

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 Alt Order #: 06358154  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Carmona,R/ D / Senate  
 Product Desc: CARMONA FOR AZ Flight 10/9-10/15, 2  
 Estimate: 1875  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	10/09/12	10/15/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	10	\$225.00	P-3	0.00	NM	10	\$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:	10/09/12	10/15/12	MTWTF--					10	\$225.00		0.00			
8	KPNX	10/09/12	10/15/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					5	\$175.00		0.00			
9	KPNX	10/09/12	10/15/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					5	\$175.00		0.00			
10	KPNX	10/09/12	10/15/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					5	\$175.00		0.00			
11	KPNX	10/09/12	10/15/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	MTWTF--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					5	\$50.00		0.00			
12	KPNX	10/09/12	10/15/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					5	\$375.00		0.00			
13	KPNX	10/13/12	10/13/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-					1	\$350.00		0.00			
14	KPNX	10/09/12	10/15/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$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:	10/09/12	10/15/12	MTWTF--					5	\$300.00		0.00			
15	KPNX	10/09/12	10/15/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$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:	10/09/12	10/15/12	MTWTF--					5	\$300.00		0.00			
16	KPNX	10/09/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					5	\$400.00		0.00			
17	KPNX	10/09/12	10/15/12	NBC Nightly News NBC Nightly News	CM	Various (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$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:	10/09/12	10/15/12	MTWTF--					5	\$1,000.00		0.00			
18	KPNX	10/09/12	10/15/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$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:	10/09/12	10/15/12	MTWTF--					5	\$500.00		0.00			
19	KPNX	10/13/12	10/13/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----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:	10/08/12	10/14/12	-----S-					1	\$400.00		0.00			
20	KPNX	10/09/12	10/15/12	M-F 630-7p Extra	CM	630-7p	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:	10/09/12	10/15/12	MTWTF--					5	\$600.00		0.00			
21	KPNX	10/15/12	10/15/12	Mon Prime C Revolution	CM	9-10p	M-----	: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:	10/15/12	10/15/12	M-----					1	\$2,500.00		0.00			

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 Estimate: 1875  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	KPNX	10/15/12	10/15/12	Mon Prime C Revolution	CM	9-10p	M-----	: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:	10/15/12	10/21/12	M-----		1				\$2,500.00		0.00			
22	KPNX	10/09/12	10/09/12	Tue Prime C Parenthood	CM	9-10p	-T-----	: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:	10/08/12	10/14/12	-T-----		1				\$2,500.00		0.00			
23	KPNX	10/09/12	10/09/12	Tue Prime A 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:	10/08/12	10/14/12	-T-----		1				\$3,500.00		0.00			
24	KPNX	10/09/12	10/09/12	Tue Prime B Go On/ The New Norma	CM	8-9p	-T-----	: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:	10/08/12	10/14/12	-T-----		1				\$2,500.00		0.00			
25	KPNX	10/10/12	10/10/12	Wed Prime B Law & Order: SVU	CM	8-9p	--W----	: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:	10/08/12	10/14/12	--W----		1				\$2,500.00		0.00			
26	KPNX	10/11/12	10/11/12	Thu Prime C Dateline	CM	9-10p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$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:	10/08/12	10/14/12	---T---		1				\$3,000.00		0.00			
27	KPNX	10/12/12	10/12/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$2,000.00		0.00			
28	KPNX	10/14/12	10/14/12	Local Prime Special Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$2,000.00		0.00			
29	KPNX	10/14/12	10/14/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$350.00		0.00			
30	KPNX	10/09/12	10/15/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTFSS		5				\$1,200.00		0.00			
31	KPNX	10/09/12	10/15/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	10	\$500.00	P-2	0.00	NM	10	\$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:	10/09/12	10/15/12	MTWTF--		10				\$500.00		0.00			
32	KPNX	10/09/12	10/15/12	Late Night 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:	10/09/12	10/15/12	MTWTF--		5				\$250.00		0.00			
33	KPNX	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,300.00	P-2	0.00	NM	1	\$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:	10/08/12	10/14/12	-----S-		1				\$1,300.00		0.00			
34	KPNX	10/14/12	10/14/12	NFL Regular Season Football NFL Regular Season F	CM	Various (5:30 PM-8:30 PM)	-----S	:30	2	\$4,500.00	P-2	0.00	NM	2	\$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:	10/08/12	10/14/12	-----S		2				\$4,500.00		0.00			

\*Tax 1 Note: Tax 0.5%.