

ORDER



Orders
Order / Rev: 710315 - 1
Alt Order #: 06299597
Product Desc: CARMONA FOR AZ
Estimate: 1674
Flight Dates: 08/29/12 - 09/04/12
Original Date / Rev: 08/28/12 / 08/31/12
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
08/27/12	09/02/12	12	\$5,975.00	\$5,078.75
09/03/12	09/09/12	4	\$3,650.00	\$3,102.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$9,625.00	\$8,181.25	0.00
Totals	16	\$9,625.00	\$8,181.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	17%	\$9,625.00
Market	100%	\$56,617.65

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%	\$11,323.53
KPAZ	0%	\$0.00
KPHO	33%	\$18,683.82
KPPX	0%	\$0.00
KSAZ	19%	\$10,757.35
KTFL	0%	\$0.00
KTVK	11%	\$6,227.94
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/29/12	08/29/12	Prime Political Program Prime Political Prog	CM	Prime Political Pro	--W----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
Convention 7-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	--W----			1		\$1,500.00		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	08/29/12-09/04/12	Prime Political Program			Prime Political Prc	--W-----	:30	(\$1,500.00)		0.00	NM			
See MG 1.2															
2	KPNX	09/04/12-09/04/12	Prime Political Program			Prime Political Prc	-T-----	:30	\$1,500.00		0.00	NM			
Ⓜ MG for 1.1 08/29 [9/4 Tue 7-8p Democratic Nat Convention (Prime Political Programming)]															
3	KPNX	08/29/12	08/31/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	--WTF--			1		\$450.00		0.00				
5	KPNX	08/29/12	08/31/12	M-F 6-630p 12 News 6pm	CM	6-630p	--WTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$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:		08/29/12	09/04/12	--WTF--			2		\$600.00		0.00				
6	KPNX	09/03/12	09/04/12	M-F 6-7a 12 News Today	CM	6-7a	MT-----	: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:		08/29/12	09/04/12	MT-----			1		\$400.00		0.00				
7	KPNX	08/29/12	09/04/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/29/12	09/04/12	MTWTF--			1		\$450.00		0.00				
8	KPNX	09/01/12	09/01/12	Chris Matthews Chris Matthews	CM	Various	-----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:		08/27/12	09/02/12	-----S-			1		\$400.00		0.00				
9	KPNX	09/01/12	09/01/12	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:		08/27/12	09/02/12	-----S-			1		\$400.00		0.00				
10	KPNX	09/01/12	09/01/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$300.00	P-2	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:		08/27/12	09/02/12	-----S-			1		\$300.00		0.00				
11	KPNX	09/02/12	09/02/12	530-6p 12 News Sunday 12 News Sunday	CM	530-6p	-----S	:30	1	\$500.00	P-2	0.00	NM	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:		08/27/12	09/02/12	-----S			1		\$500.00		0.00				
12	KPNX	09/02/12	09/02/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$300.00	P-2	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:		08/27/12	09/02/12	-----S			1		\$300.00		0.00				
13	KPNX	09/02/12	09/02/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$300.00	P-2	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:		08/27/12	09/02/12	-----S			1		\$300.00		0.00				

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14	KPNX	08/30/12	08/30/12	Prime Political Program Prime Political Prog	CM	Prime Political Pro	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---		1				\$1,800.00		0.00			
15	KPNX	08/29/12	09/04/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	: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:		08/29/12	09/04/12	MTWTFSS		1				\$1,300.00		0.00			
16	KPNX	08/29/12	08/31/12	M-F 5-530a 12 News Today	CM	5-530a	--WTF--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--		1				\$150.00		0.00			
17	KPNX	08/29/12	08/31/12	M-F 530-6a 12 News Today	CM	530-6a	--WTF--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--		1				\$175.00		0.00			
													Totals	16	\$9,625.00

*Tax 1 Note: Tax 0.5%.