

ORDER



Orders
Order / Rev: 711634
Alt Order #: 06304666
Product Desc: CARMONA FOR AZ FLIGHT 9/6-9/10, 21
Estimate: 1733
Flight Dates: 09/06/12 - 09/10/12
Original Date / Rev: 09/05/12 / 09/06/12
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
09/03/12	09/09/12	15	\$7,650.00	\$6,502.50
09/10/12	09/16/12	15	\$8,575.00	\$7,288.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$16,225.00	\$13,791.25	0.00
Totals	30	\$16,225.00	\$13,791.25	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	24%	\$16,225.00
Market	100%	\$67,604.17

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	22%	\$14,872.92
KPAZ	0%	\$0.00
KPHO	22%	\$14,872.92
KPPX	0%	\$0.00
KSAZ	20%	\$13,520.83
KTFL	0%	\$0.00
KTVK	12%	\$8,112.50
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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 Estimate: 1733
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	09/06/12	09/10/12	M-F 10-11a Kelly	CM	10-11a	M - TF - -	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			2		\$175.00		0.00				
E 2	KPNX	09/06/12	09/10/12	Tonight Show Tonight Show	CM	1035-1135p	M - TF - -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			1		\$500.00		0.00				
E 3	KPNX	09/06/12	09/10/12	M-F 11a-12p Today Show III	CM	11a-12p	M - TF - -	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
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:		09/06/12	09/12/12	M - TF - -			2		\$150.00		0.00				
E 4	KPNX	09/06/12	09/10/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M - TF - -	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			2		\$150.00		0.00				
E 5	KPNX	09/06/12	09/10/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M - TF - -	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
12 NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			2		\$175.00		0.00				
E 6	KPNX	09/06/12	09/10/12	M-F 3-4p Ellen	CM	3-4p	M - TF - -	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			2		\$350.00		0.00				
E 7	KPNX	09/06/12	09/10/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	M - TF - -	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
12 NEWS EVB LIVE 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			1		\$300.00		0.00				
E 8	KPNX	09/06/12	09/10/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	M - TF - -	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
12 NEWS EVB LIVE 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			1		\$300.00		0.00				
E 9	KPNX	09/06/12	09/10/12	M-F 5-530a 12 News Today	CM	5-530a	M - TF - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
12 NEWS TODAY ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			1		\$125.00		0.00				
E 10	KPNX	09/06/12	09/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	M - TF - -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
12 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			1		\$450.00		0.00				
E 11	KPNX	09/06/12	09/10/12	NBC Nightly News NBC Nightly News	CM	Various (5:30 PM-6:00 PM)	M - TF - -	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
NBC NIGHTLY NEWS (INTERNAL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			1		\$1,300.00		0.00				
E 12	KPNX	09/06/12	09/10/12	M-F 6-630p 12 News 6pm	CM	6-630p	M - TF - -	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
12 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			1		\$550.00		0.00				
E 13	KPNX	09/06/12	09/10/12		CM	6-7a	M - TF - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a 12 News Today											
				12 NEWS AT 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			1		\$350.00		0.00				
E 14	KPNX	09/06/12	09/10/12	M-F 630-7p Extra	CM	630-7p	M - TF - -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			2		\$700.00		0.00				
E 15	KPNX	09/06/12	09/10/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M - TF - -	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			5		\$450.00		0.00				
E 16	KPNX	09/06/12	09/10/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	M - TF - -	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TF - -			2		\$250.00		0.00				
E 17	KPNX	09/10/12	09/10/12	Mon Prime Other The Voice	CM	7-9p	M - - - - -	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				AGT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M - - - - -			1		\$4,000.00		0.00				
E 18	KPNX	09/06/12	09/10/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M - TFSS	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				12 NEWS AT 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/06/12	09/12/12	M - TFSS			1		\$1,200.00		0.00				
N 19	KPNX	09/09/12	09/09/12	Local Prime Special Connecting Arizona	CM	9-10P	- - - - - S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$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:		09/03/12	09/09/12	- - - - - S			1		\$1,000.00		0.00				
													Totals	30	\$16,225.00

*Tax 1 Note: Tax 0.5%.