

ORDER



Orders
Order / Rev: 716144 - 1
Alt Order #: 06333046
Product Desc: ARPAIO FOR SHERIFF Flight 9/25-10/1
Estimate: 294
Flight Dates: 09/25/12 - 10/01/12
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: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Joe Arpaio for Maricopa County Sheri
Demographic: A35+
Product Codes: PL-State/Local Misc
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	09/30/12	87	\$39,325.00	\$33,426.25
10/01/12	10/01/12	21	\$12,425.00	\$10,561.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	87	\$39,325.00	\$33,426.25	46.90
October 2012	21	\$12,425.00	\$10,561.25	12.30
Totals	108	\$51,750.00	\$43,987.50	59.20

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	09/25/12	10/01/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	9	\$175.00	P-2	0.00	NM	9	\$1,575.00
1X CANX LIVE W KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			9		\$175.00		0.00				
2	KPNX	09/25/12	10/01/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00
RATE ADJUSTED TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			10		\$650.00		0.00				
3	KPNX	09/25/12	10/01/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	8	\$250.00	P-3	0.00	NM	8	\$2,000.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			8		\$250.00		0.00				
4	KPNX	09/25/12	10/01/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
1X CANX MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$150.00		0.00				
5	KPNX	09/25/12	10/01/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
RATE ADJUSTED NOON NEWS															
		<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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5	KPNX	09/25/12	10/01/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
RATE ADJUSTED NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$225.00		0.00				
6	KPNX	09/25/12	10/01/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	10	\$350.00	P-2	0.00	NM	10	\$3,500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			10		\$350.00		0.00				
7	KPNX	09/25/12	10/01/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	10	\$300.00	P-2	0.00	NM	10	\$3,000.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			10		\$300.00		0.00				
8	KPNX	09/25/12	10/01/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$450.00		0.00				
9	KPNX	09/25/12	10/01/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
RATE ADJUSTED ARIZ NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			6		\$600.00		0.00				
10	KPNX	09/25/12	10/01/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
12 NEWS TODAY 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$350.00		0.00				
11	KPNX	09/25/12	10/01/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	10	\$450.00	P-3	0.00	NM	10	\$4,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			10		\$450.00		0.00				
12	KPNX	09/25/12	10/01/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	10	\$250.00	P-3	1.10	NM	9	\$2,250.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			10		\$250.00		1.10				
<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>			
3	KPNX	09/25/12-10/01/12	M-F Today Show II 9-10a			9-10a	MTWThF----	:30		(\$250.00)	1.10	NM			
Unresolved [Lcl Brkng News- Ref - Brk did not air]															
13	KPNX	10/01/12	10/01/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,500.00	P-3	6.40	NM	1	\$4,500.00
THE VOICE															
		<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	M-----			1		\$4,500.00		6.40				
14	KPNX	09/29/12	09/29/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$300.00	P-3	2.40	NM	2	\$600.00
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:		09/24/12	09/30/12	-----S-			2		\$300.00		2.40				
15	KPNX	09/29/12	09/29/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	3	\$250.00	P-2	1.00	NM	3	\$750.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			3		\$250.00		1.00				
16	KPNX	09/29/12	09/29/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	3	\$250.00	P-2	0.00	NM	0	\$0.00

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RATE ADJUSTED 12 WKD TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		3				\$250.00		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	09/24/12-09/30/12	Saturday Morning News			Various	-----Sa--	:30		(\$250.00)		0.00	NM		
		Unresolved [GOLF]													
2	KPNX	09/24/12-09/30/12	Saturday Morning News			Various	-----Sa--	:30		(\$250.00)		0.00	NM		
		Unresolved [GOLF]													
3	KPNX	09/24/12-09/30/12	Saturday Morning News			Various	-----Sa--	:30		(\$250.00)		0.00	NM		
		Unresolved [GOLF]													
17	KPNX	09/30/12	09/30/12	SUN TDY	CM	5-9a	-----S	:30	2	\$250.00	P-2	1.00	NM	2	\$500.00
		NBC Today Show (Su)													
RATE ADJUSTED SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		2				\$250.00		1.00			
18	KPNX	09/30/12	09/30/12	Sun 8-10a	CM	8-10a	-----S	:30	2	\$250.00	P-2	1.20	NM	0	\$0.00
		12 News Sun Today													
1X CANX 12 NEWS SU WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		2				\$250.00		1.20			
<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	09/24/12-09/30/12	Sun 8-10a			8-10a	-----Su	:30		(\$250.00)		1.20	NM		
		Unresolved [the wiggles]													
2	KPNX	09/24/12-09/30/12	Sun 8-10a			8-10a	-----Su	:30		(\$250.00)		1.20	NM		
		Unresolved [the wiggles]													
19	KPNX	09/25/12	10/01/12	12 News 10pm M-SU	CM	10-1035p	MTWTFSS	:30	7	\$1,300.00	P-2	3.70	NM	7	\$9,100.00
		12 News 10 pm M-Su													
RATE ADJUSTED 1X CANX 12 NEWS @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTFSS		7				\$1,300.00		3.70			
20	KPNX	09/25/12	09/25/12	Tue Prime A	CM	7-8p	-T-----	:30	1	\$3,500.00	P-5	7.20	NM	1	\$3,500.00
		The Voice													
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----		1				\$3,500.00		7.20			
													Totals	108	\$51,750.00

*Tax 1 Note: Tax 0.5%.