

ORDER



Orders
Order / Rev: 710905
Alt Order #: 06301915
Product Desc: ARPAIO FOR SHERIFF
Estimate: 235
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/30/12 / 08/30/12
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	09/10/12	53	\$25,500.00	\$21,675.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	53	\$25,500.00	\$21,675.00	94.40
Totals	53	\$25,500.00	\$21,675.00	94.40

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	20%	\$25,500.00
Market	100%	\$127,500.00

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	13%	\$16,575.00
KPAZ	0%	\$0.00
KPHO	17%	\$21,675.00
KPPX	0%	\$0.00
KSAZ	25%	\$31,875.00
KTFL	0%	\$0.00
KTVK	25%	\$31,875.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Joe Arpaio for Maricopa County Sheriff
 Product Desc: ARPAIO FOR SHERIFF
 Estimate: 235
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	09/04/12	09/10/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$200.00	P-2	1.30	NM	5	\$1,000.00
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:		09/04/12	09/10/12	MTWTF--					5	\$200.00		1.30			
2	KPNX	09/04/12	09/10/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$650.00	P-2	2.70	NM	5	\$3,250.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$650.00		2.70			
3	KPNX	09/04/12	09/10/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$300.00	P-2	1.10	NM	5	\$1,500.00
FALLON- TRY NOT TO RUN ON 9/7 D/T FNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWT---					5	\$300.00		1.10			
4	KPNX	09/04/12	09/10/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$200.00	P-2	1.10	NM	5	\$1,000.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$200.00		1.10			
5	KPNX	09/04/12	09/10/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	5	\$300.00	P-2	1.00	NM	5	\$1,500.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$300.00		1.00			
6	KPNX	09/04/12	09/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$450.00	P-2	1.80	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:		09/04/12	09/10/12	MTWTF--					5	\$450.00		1.80			
7	KPNX	09/04/12	09/10/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$600.00	P-2	3.00	NM	5	\$3,000.00
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:		09/04/12	09/10/12	MTWTF--					5	\$600.00		3.00			
8	KPNX	09/04/12	09/10/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	1.00	NM	4	\$1,800.00
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:		09/04/12	09/10/12	MTWTF--					4	\$450.00		1.00			
9	KPNX	09/04/12	09/10/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	4	\$550.00	P-2	1.60	NM	4	\$2,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					4	\$550.00		1.60			
10	KPNX	09/04/12	09/10/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$300.00	P-2	1.10	NM	5	\$1,500.00
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:		09/04/12	09/10/12	MTWTF--					5	\$300.00		1.10			
11	KPNX	09/04/12	09/10/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	5	\$1,300.00	P-2	3.70	NM	5	\$6,500.00
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:		09/04/12	09/10/12	MTWTFSS					5	\$1,300.00		3.70			

*Tax 1 Note: Tax 0.5%.

Totals 53 \$25,500.00