

ORDER



Orders
Order / Rev: 720058
 Alt Order #:
Product Desc: Flight 10/3-10/5, 2012
 Estimate:
Flight Dates: 10/03/12 - 10/05/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: Political

KPNX
Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency Name: Up Agency
Buying Contact:
Billing Contact:
 3370 N Hayden Road
 Scottsdale, AZ 85251

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

Advertiser Name: Penzone, P/ D/ Sheriff
Demographic: A25-54
Product Codes: IS-Candidate/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
10/01/12	10/05/12	11	\$3,600.00	\$3,060.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$3,600.00	\$3,060.00	0.00
Totals	11	\$3,600.00	\$3,060.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			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	10/03/12	10/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$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:		10/01/12	10/07/12	--WTF--		3				\$500.00		0.00			
2	KPNX	10/03/12	10/05/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	--WTF--	:30	2	\$250.00	P-2	0.00	NM	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:		10/01/12	10/07/12	--WTF--		2				\$250.00		0.00			
3	KPNX	10/03/12	10/05/12	M-F 10-11a Kelly	CM	10-11a	--WTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<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	--WTF--		2				\$225.00		0.00			
4	KPNX	10/03/12	10/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<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	--WTF--		2				\$225.00		0.00			
5	KPNX	10/03/12	10/05/12	M-F 3-4p Ellen	CM	3-4p	--WTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<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	--WTF--		2				\$350.00		0.00			
													Totals	11	\$3,600.00

*Tax 1 Note: Tax 0.5%.