

# ORDER



**Orders**  
**Order / Rev:** 723572 - 1  
**Alt Order #:** 06384693  
**Product Desc:** 60 + ASSOCIATION Flight 10/19-10/28,2  
**Estimate:** 575  
**Flight Dates:** 10/19/12 - 10/28/12  
**Original Date / Rev:** 10/18/12 / 10/25/12  
**Order Type:** Political

**KPNX**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

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

**Advertiser Name:** 60 Plus Association  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House,IS-Issue/Ballot  
**Priority:** P-1  
**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	10/28/12	128	\$122,850.00	\$104,422.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	128	\$122,850.00	\$104,422.50	0.00
<b>Totals</b>	<b>128</b>	<b>\$122,850.00</b>	<b>\$104,422.50</b>	<b>0.00</b>

**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	10/19/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$1,000.00	P-1	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:		10/15/12	10/21/12	----F--		1				\$1,000.00		0.00			
2	KPNX	10/19/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		2				\$1,400.00		0.00			
3	KPNX	10/19/12	10/19/12	M-F 630-7p Extra	CM	630-7p	----F--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		2				\$1,500.00		0.00			
4	KPNX	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$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:		10/15/12	10/21/12	----F--		1				\$1,400.00		0.00			
5	KPNX	10/21/12	10/21/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	:30	1	\$2,500.00	P-1	0.00	NM	1	\$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:		10/15/12	10/21/12	-----S		1				\$2,500.00		0.00			
6	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$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:		10/15/12	10/21/12	-----S-		2				\$500.00		0.00			

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Advertiser: 60 Plus Association  
 Product Desc: 60 + ASSOCIATION Flight 10/19-10/28,2  
 Estimate: 575  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$500.00		0.00			
7	KPNX	10/20/12	10/20/12	Notre Dame Football Notre Dame Football	CM	Various	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			
8	KPNX	10/20/12	10/20/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$600.00		0.00			
9	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$600.00		0.00			
10	KPNX	10/20/12	10/20/12	Sat Prime A Revolution	CM	7-8p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,200.00		0.00			
11	KPNX	10/20/12	10/20/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$1,400.00		0.00			
12	KPNX	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$500.00		0.00			
13	KPNX	10/21/12	10/21/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$500.00		0.00			
14	KPNX	10/22/12	10/26/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					4	\$1,000.00		0.00			
15	KPNX	10/22/12	10/26/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	10	\$350.00	P-2	0.00	NM	10	\$3,500.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					10	\$350.00		0.00			
16	KPNX	10/22/12	10/26/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	10	\$275.00	P-2	0.00	NM	10	\$2,750.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					10	\$275.00		0.00			
17	KPNX	10/22/12	10/26/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	9	\$700.00	P-1	0.00	NM	9	\$6,300.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					9	\$700.00		0.00			
18	KPNX	10/22/12	10/26/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	10	\$600.00	P-1	0.00	NM	10	\$6,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					10	\$600.00		0.00			

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 Estimate: 575  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	KPNX	10/22/12	10/26/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	10	\$600.00	P-1	0.00	NM	10	\$6,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			10		\$600.00		0.00				
19	KPNX	10/22/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	8	\$1,000.00	P-1	0.00	NM	8	\$8,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			8		\$1,000.00		0.00				
E 20	KPNX	10/22/12	10/26/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	10	\$1,400.00	P-1	0.00	NM	8	\$11,200.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			10		\$1,400.00		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	10/22/12-10/28/12	M-F 6-630p			6-630p	MTWThF----	:30	<del>(\$1,400.00)</del>		0.00	NM			
Credited [mgs booked lines 35, 36]															
6	KPNX	10/22/12-10/28/12	M-F 6-630p			6-630p	MTWThF----	:30	<del>(\$1,400.00)</del>		0.00	NM			
Credited [mgs booked lines 35, 36]															
E 21	KPNX	10/22/12	10/26/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	10	\$1,500.00	P-1	0.00	NM	8	\$12,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			10		\$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	10/22/12-10/28/12	M-F 630-7p			630-7p	MTWThF----	:30	<del>(\$1,500.00)</del>		0.00	NM			
Credited [mgs booked lines 35, 36]															
9	KPNX	10/22/12-10/28/12	M-F 630-7p			630-7p	MTWThF----	:30	<del>(\$1,500.00)</del>		0.00	NM			
Credited [mgs booked lines 35, 36]															
22	KPNX	10/22/12	10/26/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	10	\$1,400.00	P-1	0.00	NM	10	\$14,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			10		\$1,400.00		0.00				
23	KPNX	10/22/12	10/26/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	10	\$250.00	P-2	0.00	NM	10	\$2,500.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			10		\$250.00		0.00				
24	KPNX	10/22/12	10/26/12	M-F 10p News M-F 10pm News	CM	10-1035p	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$2,500.00		0.00				
25	KPNX	10/27/12	10/27/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			2		\$500.00		0.00				
E 26	KPNX	10/27/12	10/27/12	Notre Dame Football Notre Dame Football	CM	Various	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$1,000.00		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	10/22/12-10/28/12	Notre Dame Football			Various	-----Sa--	:30	<del>(\$1,000.00)</del>		0.00	NM			
Credited [mgs booked lines 35, 36]															

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 Estimate: 575  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
27	KPNX	10/27/12	10/27/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$600.00		0.00			
28	KPNX	10/27/12	10/27/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	: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:	10/22/12	10/28/12	-----S-		2				\$600.00		0.00			
29	KPNX	10/27/12	10/27/12	Sat Prime A Revolution	CM	7-8p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$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:	10/22/12	10/28/12	-----S-		1				\$1,200.00		0.00			
30	KPNX	10/27/12	10/27/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$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:	10/22/12	10/28/12	-----S-		1				\$1,400.00		0.00			
31	KPNX	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$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:	10/22/12	10/28/12	-----S		2				\$500.00		0.00			
32	KPNX	10/28/12	10/28/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$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:	10/22/12	10/28/12	-----S		2				\$500.00		0.00			
33	KPNX	10/26/12	10/26/12	Fri Prime A Mockingbird Lane	CM	658-8p	----F--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		2				\$2,000.00		0.00			
34	KPNX	10/27/12	10/27/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$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:	10/22/12	10/28/12	-----S-		1				\$1,400.00		0.00			
N35	KPNX	10/28/12	10/28/12	Local Prime Special 12News Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$3,000.00		0.00			
N36	KPNX	10/26/12	10/26/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$3,800.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 128 \$122,850.00