

ORDER



Orders
Order / Rev: 711729
Alt Order #: 06305011
Product Desc: DCCC Flight 9/11-9/17, 2012
Estimate: 1500
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 09/05/12 / 09/05/12
Order Type: Political

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

Agency Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

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

Advertiser Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Hiatus: 09/11/12

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	41	\$32,225.00	\$27,391.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$32,225.00	\$27,391.25	0.00
Totals	41	\$32,225.00	\$27,391.25	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	21%	\$32,225.00
Market	100%	\$153,452.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	4%	\$6,138.10
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	17%	\$26,086.90
KPAZ	0%	\$0.00
KPHO	17%	\$26,086.90
KPPX	0%	\$0.00
KSAZ	23%	\$35,294.05
KTFL	0%	\$0.00
KTVK	18%	\$27,621.43
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 711729
 Alt Order #: 06305011
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Democratic Congressional Campaign Co
 Product Desc: DCCC Flight 9/11-9/17, 2012
 Estimate: 1500
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	09/12/12	09/17/12	M-F 10-11a Kelly	CM	10-11a	M-WTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
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:		09/11/12	09/17/12	--WTF--			2		\$225.00		0.00				
2	KPNX	09/12/12	09/17/12	Tonight Show Tonight Show	CM	1035-1135p	M-WTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$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:		09/11/12	09/17/12	--WTF--			2		\$750.00		0.00				
3	KPNX	09/12/12	09/17/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	M-WT---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	--WT---			1		\$350.00		0.00				
4	KPNX	09/12/12	09/17/12	M-F 11a-12p Today Show III	CM	11a-12p	M-WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
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:		09/11/12	09/17/12	--WTF--			3		\$200.00		0.00				
5	KPNX	09/12/12	09/17/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-WTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			2		\$200.00		0.00				
6	KPNX	09/12/12	09/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
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:		09/11/12	09/17/12	M-WTF--			3		\$275.00		0.00				
7	KPNX	09/12/12	09/17/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			2		\$450.00		0.00				
8	KPNX	09/12/12	09/17/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
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:		09/11/12	09/17/12	M-WTF--			1		\$375.00		0.00				
9	KPNX	09/12/12	09/17/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
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:		09/11/12	09/17/12	M-WTF--			1		\$375.00		0.00				
10	KPNX	09/12/12	09/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-WTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
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:		09/11/12	09/17/12	--WTF--			5		\$550.00		0.00				
11	KPNX	09/12/12	09/17/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
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:		09/11/12	09/17/12	M-WTF--			3		\$650.00		0.00				
12	KPNX	09/12/12	09/17/12	M-F 6-7a 12 News Today	CM	6-7a	M-WTF--	:30	2	\$575.00	P-2	0.00	NM	2	\$1,150.00
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:		09/11/12	09/17/12	M-WTF--			2		\$575.00		0.00				
13	KPNX	09/12/12	09/17/12		CM	630-7p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00

Order / Rev: 711729
 Alt Order #: 06305011
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Democratic Congressional Campaign Co
 Product Desc: DCCC Flight 9/11-9/17, 2012
 Estimate: 1500
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630-7p Extra											
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			1		\$800.00		0.00				
14	KPNX	09/12/12	09/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-WTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$700.00		0.00				
15	KPNX	09/12/12	09/17/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				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:		09/11/12	09/17/12	M-WTF--			2		\$400.00		0.00				
16	KPNX	09/17/12	09/17/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
				AGT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$6,500.00		0.00				
17	KPNX	09/12/12	09/17/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-WTFSS	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
				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:		09/11/12	09/17/12	M-WTFSS			5		\$1,800.00		0.00				

*Tax 1 Note: Tax 0.5%.

Totals 41 \$32,225.00