

ORDER



Orders
Order / Rev: 711733
Alt Order #: 06305015
Product Desc: DCCC Flight 9/18-9/24, 2012
Estimate: 1472
Flight Dates: 09/18/12 - 09/24/12
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: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	45	\$37,325.00	\$31,726.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	45	\$37,325.00	\$31,726.25	0.00
Totals	45	\$37,325.00	\$31,726.25	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%	\$37,325.00
Market	100%	\$177,738.10

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	4%	\$7,109.52
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	17%	\$30,215.48
KPAZ	0%	\$0.00
KPHO	17%	\$30,215.48
KPPX	0%	\$0.00
KSAZ	23%	\$40,879.76
KTFL	0%	\$0.00
KTVK	18%	\$31,992.86
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	09/18/12	09/24/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
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:		09/18/12	09/24/12	MTWTF--			4		\$225.00		0.00				
2	KPNX	09/18/12	09/24/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$800.00		0.00				
3	KPNX	09/18/12	09/24/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
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:		09/18/12	09/24/12	MTWTF--			1		\$200.00		0.00				
4	KPNX	09/18/12	09/24/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$200.00		0.00				
5	KPNX	09/18/12	09/24/12	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:		09/18/12	09/24/12	MTWTF--			3		\$275.00		0.00				
6	KPNX	09/18/12	09/24/12	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:		09/18/12	09/24/12	MTWTF--			2		\$450.00		0.00				
7	KPNX	09/18/12	09/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
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:		09/18/12	09/24/12	MTWTF--			4		\$600.00		0.00				
8	KPNX	09/18/12	09/24/12	NBC Nightly News NBC Nightly News NBC NIGHTLY NEWS WITH BRIAN WILLIAM	CM	Various	MTWTF--	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			2		\$1,600.00		0.00				
9	KPNX	09/18/12	09/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
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:		09/18/12	09/24/12	MTWTF--			4		\$750.00		0.00				
10	KPNX	09/18/12	09/24/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
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:		09/18/12	09/24/12	MTWTF--			3		\$600.00		0.00				
11	KPNX	09/18/12	09/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			4		\$700.00		0.00				
12	KPNX	09/18/12	09/24/12	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:		09/18/12	09/24/12	MTWTF--			2		\$400.00		0.00				
13	KPNX	09/22/12	09/22/12		CM	6-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6-7p 12 News Saturday 6p News Now 1hr											
				12 NEWS SAT @ 6P											
		<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	-----S-	1	\$500.00	0.00								
14	KPNX	09/22/12	09/22/12	Saturday Morning News CM 12 News Sat Today	CM	Various	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				12 NEWS SATURDAY											
		<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	-----S-	1	\$350.00	0.00								
15	KPNX	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				SUNDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	-----S	1	\$350.00	0.00								
16	KPNX	09/23/12	09/23/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
				12 NEWS SUNDAY MORNING											
		<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	-----S	2	\$350.00	0.00								
18	KPNX	09/23/12	09/23/12	Local Prime Special Connecting Arizona	CM	9-10p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				NFL POST											
		<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	-----S	1	\$3,000.00	0.00								
19	KPNX	09/18/12	09/24/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
				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:		09/18/12	09/24/12	MTWTFSS	3	\$1,800.00	0.00								
20	KPNX	09/18/12	09/18/12	Tue Prime A The Voice	CM	7-8p	-T-----	:30	1	\$7,200.00	P-2	0.00	NM	1	\$7,200.00
				THE VOICE RESULTS											
		<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	-T-----	1	\$7,200.00	0.00								

*Tax 1 Note: Tax 0.5%.

Totals 45 \$37,325.00