

ORDER



Orders
Order / Rev: 689890
Alt Order #: 06166046
Product Desc: DCCC
Estimate: 1308
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 06/12/12 / 06/12/12
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-Issue/Ballot,IS-Issue/Non
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	10/08/12	75	\$45,650.00	\$38,802.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	75	\$45,650.00	\$38,802.50	0.00
Totals	75	\$45,650.00	\$38,802.50	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	20%	\$45,650.00
Market	100%	\$228,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	1%	\$2,282.50
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	14%	\$31,955.00
KPAZ	0%	\$0.00
KPHO	19%	\$43,367.50
KPPX	0%	\$0.00
KSAZ	26%	\$59,345.00
KTFL	0%	\$0.00
KTVK	19%	\$43,367.50
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	1%	\$2,282.50
UNKWN	0%	\$0.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/02/12	10/08/12	1-2p Arizona MIDDAY Arizona MIDDAY	CM	1-2p	MTWTF--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
ARIZONA MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$100.00		0.00			
2	KPNX	10/02/12	10/08/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
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:		10/02/12	10/08/12	MTWTF--					5	\$300.00		0.00			
3	KPNX	10/02/12	10/08/12	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:		10/02/12	10/08/12	MTWTF--					3	\$800.00		0.00			
4	KPNX	10/02/12	10/08/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$350.00		0.00			
5	KPNX	10/02/12	10/08/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
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:		10/02/12	10/08/12	MTWTF--					2	\$225.00		0.00			
6	KPNX	10/02/12	10/08/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$200.00		0.00			
7	KPNX	10/02/12	10/08/12	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:		10/02/12	10/08/12	MTWTF--					3	\$275.00		0.00			
8	KPNX	10/02/12	10/08/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$400.00		0.00			
9	KPNX	10/02/12	10/08/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	3	\$375.00	P-2	0.00	NM	3	\$1,125.00
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:		10/02/12	10/08/12	MTWTF--					3	\$375.00		0.00			
10	KPNX	10/02/12	10/08/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	5	\$20.00	P-2	0.00	NM	5	\$100.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$20.00		0.00			
11	KPNX	10/02/12	10/08/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	2	\$165.00	P-2	0.00	NM	2	\$330.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$165.00		0.00			
12	KPNX	10/02/12	10/08/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	: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:		10/02/12	10/08/12	MTWTF--					5	\$550.00		0.00			
13	KPNX	10/02/12	10/08/12		CM	530-6a	MTWTF--	:30	2	\$185.00	P-2	0.00	NM	2	\$370.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 530-6a 12 News Today											
				12 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$185.00		0.00			
14	KPNX	10/02/12	10/08/12	NBC Nightly News NBC Nightly News	CM	Various	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				NBC NIGHTLY NEWS WITH BRIAN WILLIAM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					1	\$2,000.00		0.00			
15	KPNX	10/02/12	10/08/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				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: 10/02/12	10/08/12	MTWTF--					1	\$500.00		0.00			
16	KPNX	10/02/12	10/08/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
				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: 10/02/12	10/08/12	MTWTF--					5	\$850.00		0.00			
17	KPNX	10/02/12	10/08/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$900.00		0.00			
18	KPNX	10/02/12	10/08/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$650.00		0.00			
19	KPNX	10/02/12	10/08/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	2	\$425.00	P-2	0.00	NM	2	\$850.00
				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: 10/02/12	10/08/12	MTWTF--					2	\$425.00		0.00			
20	KPNX	10/05/12	10/05/12	Fri Prime C Fri Prime C	CM	9-10p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				EFF FALL 2012											
		<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	----F--					1	\$2,500.00		0.00			
21	KPNX	10/08/12	10/08/12	Mon Prime C Mon Prime C	CM	9-10p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				EFF FALL 2012											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$3,000.00		0.00			
22	KPNX	10/06/12	10/06/12	Notre Dame Football Notre Dame Football	CM	7-9p	-----S-	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
				NOTRE DAME PRIME GAME 10/06/12											
		<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	-----S-					2	\$800.00		0.00			
23	KPNX	10/06/12	10/06/12	530-6p 12 News Saturday 12 News Saturday	CM	530-6p	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				NBC NIGHTLY NEWS SAT											
		<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	-----S-					1	\$850.00		0.00			
24	KPNX	10/06/12	10/06/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				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: 10/01/12	10/07/12	-----S-					1	\$700.00		0.00			
25	KPNX	10/06/12	10/06/12		CM	5-7a	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SAT IDY NBC Today Show SAT T															
SATURDAY TODAY SHOW															
		<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	-----S-		2				\$350.00		0.00			
26	KPNX	10/06/12	10/06/12	Saturday Morning News CM	CM	8-10a	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
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:		10/01/12	10/07/12	-----S-		2				\$350.00		0.00			
27	KPNX	10/06/12	10/06/12	Sat Prime B THE FIRM	CM	8-9p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
THE FIRM															
		<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	-----S-		1				\$1,000.00		0.00			
28	KPNX	10/07/12	10/07/12	1035pm - Sports Tonight CM	CM	1035-1105p	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
SPORTS TONIGHT															
		<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	-----S		1				\$400.00		0.00			
29	KPNX	10/07/12	10/07/12	Football Night in America CM	CM	Various	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NFL PRESHOW															
		<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	-----S		1				\$3,000.00		0.00			
30	KPNX	10/07/12	10/07/12	Sun 8-10a 12 News Sun Today	CM	8-10A	-----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:		10/01/12	10/07/12	-----S		2				\$350.00		0.00			
31	KPNX	10/07/12	10/07/12	Sun Prime D DATELINE	CM	9-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
EFF 5/27 DATELINE															
		<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	-----S		1				\$2,000.00		0.00			
32	KPNX	10/02/12	10/08/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
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:		10/02/12	10/08/12	MTWTFSS		3				\$1,500.00		0.00			
													Totals	75	\$45,650.00

*Tax 1 Note: Tax 0.5%.