

ORDER



Orders
Order / Rev: 689918
Alt Order #: 06166089
Product Desc: DCCC
Estimate: 1194
Flight Dates: 10/16/12 - 10/22/12
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	10/22/12	95	\$76,775.00	\$65,258.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	95	\$76,775.00	\$65,258.75	0.00
Totals	95	\$76,775.00	\$65,258.75	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%	\$76,775.00
Market	100%	\$383,875.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	1%	\$3,838.75
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	14%	\$53,742.50
KPAZ	0%	\$0.00
KPHO	19%	\$72,936.25
KPPX	0%	\$0.00
KSAZ	26%	\$99,807.50
KTFL	0%	\$0.00
KTVK	19%	\$72,936.25
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	1%	\$3,838.75
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	10/16/12	10/22/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	MTWTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
ARIZONA MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$125.00		0.00			
2	KPNX	10/16/12	10/22/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	6	\$300.00	P-2	0.00	NM	6	\$1,800.00
LIVE WITH KELLY															
Week:		10/16/12	10/22/12	MTWTF--					6	\$300.00		0.00			
3	KPNX	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
TONIGHT SHOW															
Week:		10/16/12	10/22/12	MTWTF--					5	\$800.00		0.00			
4	KPNX	10/16/12	10/22/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
JIMMY FALLON															
Week:		10/16/12	10/22/12	MTWTF--					2	\$400.00		0.00			
5	KPNX	10/16/12	10/22/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
TODAY SHOW 3															
Week:		10/16/12	10/22/12	MTWTF--					3	\$250.00		0.00			
6	KPNX	10/16/12	10/22/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
MILLIONAIRE															
Week:		10/16/12	10/22/12	MTWTF--					4	\$200.00		0.00			
7	KPNX	10/16/12	10/22/12	Last Call Last Call w/Carson D	CM	1235a-105a	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
CARSON DALY															
Week:		10/16/12	10/22/12	MTWTF--					2	\$225.00		0.00			
8	KPNX	10/16/12	10/22/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
12 NEWS @ NOON															
Week:		10/16/12	10/22/12	MTWTF--					4	\$300.00		0.00			
9	KPNX	10/16/12	10/22/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
ELLEN															
Week:		10/16/12	10/22/12	MTWTF--					3	\$500.00		0.00			
10	KPNX	10/16/12	10/22/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
12 NEWS EVB LIVE 4PM															
Week:		10/16/12	10/22/12	MTWTF--					4	\$400.00		0.00			
11	KPNX	10/16/12	10/22/12	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															
Week:		10/16/12	10/22/12	MTWTF--					5	\$20.00		0.00			
12	KPNX	10/16/12	10/22/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
12 NEWS TODAY															
Week:		10/16/12	10/22/12	MTWTF--					3	\$200.00		0.00			
13	KPNX	10/16/12	10/22/12		CM	5-530p	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00

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				M-F 5-530p M-F 5-530p											
				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:		10/16/12	10/22/12	MTWTF--		5			\$600.00			0.00			
14	KPNX	10/16/12	10/22/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
				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:		10/16/12	10/22/12	MTWTF--		2			\$250.00			0.00			
15	KPNX	10/16/12	10/22/12	NBC Nightly News NBC Nightly News	CM	530-6P	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				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:		10/16/12	10/22/12	MTWTF--		1			\$3,000.00			0.00			
16	KPNX	10/16/12	10/22/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				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:		10/16/12	10/22/12	MTWTF--		2			\$600.00			0.00			
17	KPNX	10/16/12	10/22/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				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:		10/16/12	10/22/12	MTWTF--		5			\$1,000.00			0.00			
18	KPNX	10/16/12	10/22/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3			\$1,000.00			0.00			
19	KPNX	10/16/12	10/22/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3			\$700.00			0.00			
20	KPNX	10/16/12	10/22/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
				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:		10/16/12	10/22/12	MTWTF--		4			\$450.00			0.00			
21	KPNX	10/19/12	10/19/12	Fri Prime B GRIMM	CM	8-9p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				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:		10/15/12	10/21/12	----F--		1			\$3,500.00			0.00			
22	KPNX	10/19/12	10/19/12	Fri Prime C DATELINE	CM	9-10p	----F--	: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:		10/15/12	10/21/12	----F--		1			\$3,000.00			0.00			
23	KPNX	10/22/12	10/22/12	Mon Prime C REVOLUTION	CM	9-10p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				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:		10/22/12	10/28/12	M-----		1			\$3,500.00			0.00			
24	KPNX	10/20/12	10/20/12	Notre Dame Football Notre Dame Football	CM	Various	-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				NOTRE DAME FTBALL 10/20/12											
		<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			
25	KPNX	10/20/12	10/20/12		CM	530-6p	-----S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				530-6p 12 News Saturday 12 News Saturday											
				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: 10/15/12 10/21/12 -----S- 1 \$900.00 0.00											
26	KPNX	10/20/12	10/20/12	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: 10/15/12 10/21/12 -----S- 1 \$700.00 0.00											
27	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show/SAT T	CM	5-7A	-----S-	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
				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: 10/15/12 10/21/12 -----S- 2 \$400.00 0.00											
28	KPNX	10/20/12	10/20/12	Saturday Morning News 12 News Sat Today	CM	8-10A	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				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: 10/15/12 10/21/12 -----S- 2 \$400.00 0.00											
29	KPNX	10/20/12	10/20/12	Sat Prime B THE FIRM	CM	8-9p	-----S-	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
				THE FIRM											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/15/12 10/21/12 -----S- 2 \$1,000.00 0.00											
30	KPNX	10/21/12	10/21/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				SPORTS TONIGHT											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/15/12 10/21/12 -----S 1 \$500.00 0.00											
31	KPNX	10/21/12	10/21/12	Football Night in America Football Night in Am	CM	Various	-----S	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
				NFL PRESHOW											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/15/12 10/21/12 -----S 2 \$3,500.00 0.00											
32	KPNX	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				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: 10/15/12 10/21/12 -----S 1 \$400.00 0.00											
33	KPNX	10/21/12	10/21/12	Sun 8-10a 12 News Sun Today	CM	8-10A	-----S	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				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: 10/15/12 10/21/12 -----S 2 \$400.00 0.00											
34	KPNX	10/21/12	10/21/12	12 Sports Tonight 12 Sports Tonight	CM	830-9P	-----S	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				NFL POST 201209/09/12-11/04/12											
				<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 \$3,500.00 0.00											
35	KPNX	10/21/12	10/21/12	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											
				<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 \$2,000.00 0.00											
36	KPNX	10/16/12	10/22/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
				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: 10/16/12 10/22/12 MTWTFSS 3 \$1,700.00 0.00											
37	KPNX	10/16/12	10/16/12		CM	Various	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

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				Tues Prime Other BIGGEST LOSER											
				THE BIGGEST LOSER											
				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: 10/15/12 10/21/12 -T----- 1 \$3,000.00 0.00											
38	KPNX	10/17/12	10/17/12	Wed Prime C LAW AND ORDER: SVU	CM	9-10p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
				LAW & ORDER: SVU											
				<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 --W---- 1 \$4,500.00 0.00											
													Totals	95	\$76,775.00

*Tax 1 Note: Tax 0.5%.