

ORDER



Orders
Order / Rev: 703427
Alt Order #: 06257466
Product Desc: FRIENDS OF THE MJRTY
Estimate: 4897
Flight Dates: 07/31/12 - 08/06/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: Political

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

Agency
Name: Multimedia Services
Buying Contact:
Billing Contact:
 915 King Street 2nd Floor
 Alexandria, VA 22314

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

Advertiser
Name: Friends of the Majority
Demographic: A35+
Product Codes: IS-Candidate/US Senate
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
07/30/12	08/06/12	24	\$19,625.00	\$16,681.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	24	\$19,625.00	\$16,681.25	0.00
Totals	24	\$19,625.00	\$16,681.25	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

Order Share	Share	Total
KPNX	17%	\$19,625.00
Market	100%	\$115,441.18

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	23%	\$26,551.47
KPAZ	0%	\$0.00
KPHO	17%	\$19,625.00
KPPX	0%	\$0.00
KSAZ	24%	\$27,705.88
KTFL	0%	\$0.00
KTVK	19%	\$21,933.82
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Friends of the Majority
 Product Desc: FRIENDS OF THE MJRTY
 Estimate: 4897
 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/06/12	08/06/12	M-F 6-7a 12 News Today	CM	6-7a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$800.00		0.00			
2	KPNX	07/31/12	08/03/12	M-F 6-7a 12 News Today	CM	6-7a	-TWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$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:		07/30/12	08/05/12	-TWTF--					4	\$800.00		0.00			
3	KPNX	08/06/12	08/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$1,000.00	P-2	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:		08/06/12	08/12/12	M-----					1	\$1,000.00		0.00			
N 4	KPNX	07/31/12	08/03/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	3	\$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:		07/30/12	08/05/12	-TWTF--					4	\$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	07/30/12-08/05/12	M-F Today Show 7-9a		7-9a	-TWThF----	:30		(\$1,000.00)		0.00	NM		
	Credited [\$ mg on hl 6264226/tr704716 w/o 8/13.]														
5	KPNX	08/06/12	08/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$900.00		0.00			
6	KPNX	07/31/12	08/03/12	M-F 5-530p M-F 5-530p	CM	5-530p	-TWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$900.00		0.00			
7	KPNX	08/06/12	08/06/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	: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:		08/06/12	08/12/12	M-----					1	\$1,200.00		0.00			
8	KPNX	07/31/12	08/03/12	M-F 6-630p 12 News 6pm	CM	6-630p	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$1,200.00		0.00			
9	KPNX	08/06/12	08/06/12	M-F 530-6a 12 News Today	CM	530-6a	M-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$225.00		0.00			
10	KPNX	07/31/12	08/03/12	M-F 530-6a 12 News Today	CM	530-6a	-TWTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$225.00		0.00			
													Totals	24	\$19,625.00

*Tax 1 Note: Tax 0.5%.