

# ORDER



**Orders**

**Order / Rev:** 707263

Alt Order #: 06283127

Product Desc: FRIENDS OF THE MJRTY

Estimate: 5000

Flight Dates: 08/21/12 - 08/26/12

Original Date / Rev: 08/16/12 / 08/16/12

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	08/26/12	32	\$17,030.00	\$14,475.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$17,030.00	\$14,475.50	0.00
<b>Totals</b>	<b>32</b>	<b>\$17,030.00</b>	<b>\$14,475.50</b>	<b>0.00</b>

**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	18%	\$17,030.00
Market	100%	\$94,611.11

**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%	\$21,760.56
KPAZ	0%	\$0.00
KPHO	19%	\$17,976.11
KPPX	0%	\$0.00
KSAZ	20%	\$18,922.22
KTFL	0%	\$0.00
KTVK	20%	\$18,922.22
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: 5000  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/21/12	08/24/12	M-F 6-7a 12 News Today	CM	6-7a	- TWTF - -	:30	4	\$475.00	P-2	0.00	NM	4	\$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: 08/20/12	08/26/12	- TWTF - -					4	\$475.00		0.00			
E 2	KPNX	08/21/12	08/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	- TWTF - -	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -					4	\$600.00		0.00			
E 3	KPNX	08/21/12	08/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	- TWTF - -	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -					4	\$600.00		0.00			
E 4	KPNX	08/21/12	08/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	- TWTF - -	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -					4	\$700.00		0.00			
E 5	KPNX	08/21/12	08/24/12	M-F 430-5a M-F 430-5a	CM	430-5a	- TWTF - -	:30	4	\$20.00	P-2	0.00	NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -					4	\$20.00		0.00			
E 6	KPNX	08/21/12	08/24/12	M-F 5-530a 12 News Today	CM	5-530a	- TWTF - -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -					4	\$175.00		0.00			
E 7	KPNX	08/21/12	08/24/12	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: 08/20/12	08/26/12	- TWTF - -					4	\$225.00		0.00			
E 8	KPNX	08/21/12	08/26/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	- TWTFSS	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTFSS					1	\$2,000.00		0.00			
E 9	KPNX	08/25/12	08/25/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:00 PM-6:30 PM)	- - - - - S -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S -					1	\$500.00		0.00			
E 10	KPNX	08/26/12	08/26/12	Meet The Press Meet The Press	CM	7-8a	- - - - - S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$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: 08/20/12	08/26/12	- - - - - S					1	\$3,000.00		0.00			
E 11	KPNX	08/26/12	08/26/12	Sun 8-10a 12 News Sun Today	CM	Various	- - - - - S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S					1	\$350.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 32 \$17,030.00