

# ORDER



**Orders**  
**Order / Rev:** 709407  
**Alt Order #:** 06295742  
**Product Desc:** Friends of the Majority Flight 8/27-8/28, :  
**Estimate:** 5048  
**Flight Dates:** 08/27/12 - 08/28/12  
**Original Date / Rev:** 08/23/12 / 08/23/12  
**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
08/27/12	08/28/12	24	\$11,830.00	\$10,055.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$11,830.00	\$10,055.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$11,830.00</b>	<b>\$10,055.50</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	20%	\$11,830.00
Market	100%	\$59,150.00

**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	20%	\$11,830.00
KPAZ	0%	\$0.00
KPHO	16%	\$9,464.00
KPPX	0%	\$0.00
KSAZ	23%	\$13,604.50
KTFL	0%	\$0.00
KTVK	21%	\$12,421.50
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 709407  
 Alt Order #: 06295742  
 Flight Dates: 08/27/12 - 08/28/12

Advertiser: Friends of the Majority  
 Product Desc: Friends of the Majority Flight 8/27-8/28, KPNX  
 Estimate: 5048

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/27/12	08/28/12	M-F 6-7a 12 News Today	CM	6-7a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$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: 08/27/12	09/02/12	MT-----		4				\$450.00		0.00			
E 2	KPNX	08/27/12	08/28/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----		4				\$550.00		0.00			
E 3	KPNX	08/27/12	08/27/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		2				\$550.00		0.00			
E 4	KPNX	08/27/12	08/27/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		2				\$650.00		0.00			
E 5	KPNX	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1035-1135p	M-----	:30	2	\$750.00	P-2	0.00	NM	2	\$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: 08/27/12	09/02/12	M-----		2				\$750.00		0.00			
E 6	KPNX	08/27/12	08/28/12	M-F 430-5a M-F 430-5a	CM	430-5a	MT-----	: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: 08/27/12	09/02/12	MT-----		4				\$20.00		0.00			
E 7	KPNX	08/27/12	08/28/12	M-F 5-530a 12 News Today	CM	5-530a	MT-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----		2				\$150.00		0.00			
E 8	KPNX	08/27/12	08/28/12	M-F 530-6a 12 News Today	CM	530-6a	MT-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----		2				\$175.00		0.00			
E 9	KPNX	08/27/12	08/27/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-----	: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: 08/27/12	09/02/12	M-----		2				\$1,600.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 24 \$11,830.00