

ORDER



Orders
Order / Rev: 703388
Alt Order #: 06242430
Product Desc: HOUSE MAJORITY PAC
Estimate: 1416
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 07/30/12 / 07/30/12
Order Type: Political

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

Agency
Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

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

Advertiser
Name: House Majority PAC
Demographic: A35+
Product Codes: IS-Issue/Ballot,IS-Candidate/US House
Priority: P-5
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	09/30/12	41	\$31,295.00	\$26,600.75
10/01/12	10/01/12	11	\$7,770.00	\$6,604.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$31,295.00	\$26,600.75	0.00
October 2012	11	\$7,770.00	\$6,604.50	0.00
Totals	52	\$39,065.00	\$33,205.25	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

	Share	Total
KPNX	18%	\$39,065.00
Market	100%	\$217,027.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	1%	\$2,170.28
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	22%	\$47,746.11
KPAZ	0%	\$0.00
KPHO	25%	\$54,256.94
KPPX	0%	\$0.00
KSAZ	19%	\$41,235.28
KTFE	0%	\$0.00
KTVK	13%	\$28,213.61
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	2%	\$4,340.56
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	09/25/12	10/01/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
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:		09/25/12	10/01/12	MTWTF--			4		\$300.00		0.00				
2	KPNX	09/25/12	10/01/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$800.00		0.00				
3	KPNX	09/25/12	10/01/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	2	\$350.00	P-2	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:		09/25/12	10/01/12	MTWTF--			2		\$350.00		0.00				
4	KPNX	09/25/12	10/01/12	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:		09/25/12	10/01/12	MTWTF--			2		\$225.00		0.00				
5	KPNX	09/25/12	10/01/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			3		\$200.00		0.00				
6	KPNX	09/25/12	10/01/12	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:		09/25/12	10/01/12	MTWTF--			3		\$275.00		0.00				
7	KPNX	09/25/12	10/01/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$400.00		0.00				
8	KPNX	09/25/12	10/01/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
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:		09/25/12	10/01/12	MTWTF--			2		\$375.00		0.00				
9	KPNX	09/25/12	10/01/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	2	\$20.00	P-2	0.00	NM	2	\$40.00
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:		09/25/12	10/01/12	MTWTF--			2		\$20.00		0.00				
10	KPNX	09/25/12	10/01/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	1	\$165.00	P-2	0.00	NM	1	\$165.00
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:		09/25/12	10/01/12	MTWTF--			1		\$165.00		0.00				
11	KPNX	09/25/12	10/01/12	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:		09/25/12	10/01/12	MTWTF--			5		\$550.00		0.00				
12	KPNX	09/25/12	10/01/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	1	\$185.00	P-2	0.00	NM	1	\$185.00
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:		09/25/12	10/01/12	MTWTF--			1		\$185.00		0.00				
13	KPNX	09/25/12	10/01/12		CM	Various	MTWTF--	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Nightly News															
NBC Nightly News															
NBC NIGHTLY NEWS WITHBRIAN WILLIAM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		1				\$2,000.00		0.00			
14	KPNX	09/25/12	10/01/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
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:		09/25/12	10/01/12	MTWTF--		1				\$900.00		0.00			
15	KPNX	09/25/12	10/01/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2				\$650.00		0.00			
16	KPNX	09/28/12	09/28/12	Fri Prime B Grimm	CM	8-9p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
EFF FALL 2012 GRIMMEFF FALL 2012															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1				\$3,000.00		0.00			
17	KPNX	10/01/12	10/01/12	Mon Prime C Revolution	CM	9-10p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
EFF FALL 2012 SMASH															
		<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	M-----		1				\$3,000.00		0.00			
18	KPNX	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$1,600.00		0.00			
19	KPNX	09/29/12	09/29/12	530-6p 12 News Saturday 12 News Saturday	CM	530-6p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
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:		09/24/12	09/30/12	-----S-		1				\$700.00		0.00			
20	KPNX	09/29/12	09/29/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:00 PM-6:30 PM)	-----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:		09/24/12	09/30/12	-----S-		1				\$700.00		0.00			
21	KPNX	09/29/12	09/29/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
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:		09/24/12	09/30/12	-----S-		1				\$350.00		0.00			
22	KPNX	09/29/12	09/29/12	Saturday Morning News 12 News Sat Today	CM	Various	-----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:		09/24/12	09/30/12	-----S-		2				\$350.00		0.00			
23	KPNX	09/30/12	09/30/12	Football Night in America Football Night in Am	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:		09/24/12	09/30/12	-----S		1				\$3,000.00		0.00			
24	KPNX	09/30/12	09/30/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
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:		09/24/12	09/30/12	-----S		1				\$350.00		0.00			
E 25	KPNX	09/30/12	09/30/12		CM	9-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00

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 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Prime D Dateline											
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:		09/24/12	09/30/12	-----S			1			\$2,000.00			0.00		
26	KPNX	09/25/12	10/01/12	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:		09/25/12	10/01/12	MTWTFSS			3			\$1,500.00			0.00		
E 27	KPNX	09/25/12	09/25/12	Tue Prime B Go On/ The New Normal	CM	8-9p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
EFF FALL 2012 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:		09/24/12	09/30/12	-T-----			1			\$2,500.00			0.00		
													Totals	52	\$39,065.00