

ORDER



Orders
Order / Rev: 721630 - 2
Alt Order #: 06367897
Product Desc: NO NW TX, NO PROP204 Flight 10/11-1
Estimate: 553
Flight Dates: 10/11/12 - 10/20/12
Original Date / Rev: 10/16/12 / 10/16/12
Order Type: Political

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

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

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

Advertiser Name: No on Prop 204
Demographic: A35+
Product Codes: IS-Issue/Ballot
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	10/20/12	113	\$88,750.00	\$75,437.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	113	\$88,750.00	\$75,437.50	15.00
Totals	113	\$88,750.00	\$75,437.50	15.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/11/12	10/12/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---TF--	: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:		10/08/12	10/14/12	---TF--		4		\$800.00		0.00					
2	KPNX	10/11/12	10/12/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	---TF--	:30	4	\$300.00	P-2	0.00	NM	4	\$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:		10/08/12	10/14/12	---TF--		4		\$300.00		0.00					
3	KPNX	10/11/12	10/12/12	M-F 3-4p Ellen	CM	3-4p	---TF--	:30	2	\$500.00	P-2	0.00	NM	2	\$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:		10/08/12	10/14/12	---TF--		2		\$500.00		0.00					
4	KPNX	10/11/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	---TF--	:30	2	\$600.00	P-1	0.00	NM	2	\$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:		10/08/12	10/14/12	---TF--		2		\$600.00		0.00					
5	KPNX	10/11/12	10/12/12	M-F 6-630p 12 News 6pm	CM	6-630p	---TF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$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:		10/08/12	10/14/12	---TF--		2		\$1,000.00		0.00					
6	KPNX	10/11/12	10/12/12	M-F 630-7p Extra	CM	630-7p	---TF--	: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:		10/08/12	10/14/12	---TF--		4		\$800.00		0.00					

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KPNX	10/15/12	10/19/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<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	MTWTF--		5				\$1,000.00		0.00			
21	KPNX	10/15/12	10/19/12	M-F 10p News M-F 10pm News	CM	10-1035p	MTWTF--	:30	5	\$2,400.00	P-2	0.00	NM	5	\$12,000.00
		<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	MTWTF--		5				\$2,400.00		0.00			
22	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<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				\$350.00		0.00			
23	KPNX	10/20/12	10/20/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<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			
24	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$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:	10/15/12	10/21/12	-----S-		2				\$500.00		0.00			
25	KPNX	10/11/12	10/12/12	M-F 6-7a 12 News Today	CM	6-7a	---TF--	:30	2	\$550.00	P-2	1.00	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:	10/08/12	10/14/12	---TF--		2				\$550.00		1.00			
26	KPNX	10/11/12	10/12/12	M-F 5-530a 12 News Today	CM	5-530a	---TF--	:30	2	\$200.00	P-2	1.00	NM	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:	10/08/12	10/14/12	---TF--		2				\$200.00		1.00			
27	KPNX	10/15/12	10/19/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$550.00	P-2	1.00	NM	5	\$2,750.00
		<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	MTWTF--		5				\$550.00		1.00			
28	KPNX	10/15/12	10/19/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	6	\$200.00	P-2	1.00	NM	6	\$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:	10/15/12	10/21/12	MTWTF--		6				\$200.00		1.00			
29	KPNX	10/14/12	10/14/12	12 News Specials Sunday Square Off	CM	930-10a (9:30 AM-10:30 AM)	-----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:	10/08/12	10/14/12	-----S		1				\$500.00		0.00			
		needs to run 930-10a per mike													
30	KPNX	10/14/12	10/14/12	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:	10/08/12	10/14/12	-----S		1				\$3,000.00		0.00			
		rr from \$4000 to \$3000 ok per Mike/Jim/Buyer to help against short points on m1													
31	KPNX	10/14/12	10/14/12	Local Prime Special 12News Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$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:	10/08/12	10/14/12	-----S		1				\$1,500.00		0.00			
		rr from 2500 to 1500 ok per Mike/jim/Buyer to help w/ short points on m1													
32	KPNX	10/13/12	10/13/12	Sat Prime C Law & Order: SVU	CM	9-10p	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$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:	10/08/12	10/14/12	-----S-		1				\$1,500.00		0.00			
		added for short on new order revisions													
33	KPNX	10/15/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$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:	10/15/12	10/21/12	MTWTF--		2				\$1,000.00		0.00			
		added to revisions on new order to address short points on m1, ok per mike/jim/buyer													

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33	KPNX	10/15/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
added to revisions on new order to address short points on m1, ok per mike/jim/buyer															
		<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	MTWTF--			2		\$1,000.00		0.00				

*Tax 1 Note: Tax 0.5%.

Totals 113 \$88,750.00