

ORDER



Orders
Order / Rev: 719953
Alt Order #: 06361408
Product Desc: 366/CFGA - ARIZONA
Estimate:
Flight Dates: 10/03/12 - 10/21/12
Original Date / Rev: 10/02/12 / 10/03/12
Order Type: Political

KPNX
Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency Name: Target Enterprises/ POL
Buying Contact:
Billing Contact:
 15260 Ventura Blvd, Suite 1240
 Sherman Oaks, CA 91403

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

Advertiser Name: Club for Growth Action Committee
Demographic: A50+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	122	\$96,050.00	\$81,642.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	122	\$96,050.00	\$81,642.50	332.20
Totals	122	\$96,050.00	\$81,642.50	332.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			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	10/03/12	10/19/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	1.40	NM	10	\$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: 10/01/12	10/07/12	--WTF--					3	\$500.00		1.40			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$500.00		1.40			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$500.00		1.40			
2	KPNX	10/03/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	5	\$750.00	P-2	2.60	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$750.00		2.60			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$750.00		2.60			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$750.00		2.60			
3	KPNX	10/03/12	10/19/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$250.00	P-2	1.70	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$250.00		1.70			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$250.00		1.70			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$250.00		1.70			
4	KPNX	10/03/12	10/19/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$250.00	P-2	1.10	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$250.00		1.10			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$250.00		1.10			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$250.00		1.10			
5	KPNX	10/03/12	10/19/12		CM	12-1230p	MTWTF--	:30	5	\$300.00	P-2	2.30	NM	10	\$3,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12-1230p 12 News at Noon											
		<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	--WTF--					3	\$300.00		2.30			
Week:		10/08/12	10/14/12	MTWTF--					5	\$300.00		2.30			
Week:		10/15/12	10/21/12	MTWTF--					2	\$300.00		2.30			
6	KPNX	10/03/12	10/19/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$200.00	P-2	2.50	NM	10	\$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:		10/01/12	10/07/12	--WTF--					3	\$200.00		2.50			
Week:		10/08/12	10/14/12	MTWTF--					5	\$200.00		2.50			
Week:		10/15/12	10/21/12	MTWTF--					2	\$200.00		2.50			
7	KPNX	10/03/12	10/19/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	5	\$450.00	P-2	1.70	NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$450.00		1.70			
Week:		10/08/12	10/14/12	MTWTF--					5	\$450.00		1.70			
Week:		10/15/12	10/21/12	MTWTF--					2	\$450.00		1.70			
8	KPNX	10/03/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$600.00	P-2	2.70	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$600.00		2.70			
Week:		10/08/12	10/14/12	MTWTF--					5	\$600.00		2.70			
Week:		10/15/12	10/21/12	MTWTF--					2	\$600.00		2.70			
9	KPNX	10/03/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$940.00	P-2	4.50	NM	10	\$9,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$940.00		4.50			
Week:		10/08/12	10/14/12	MTWTF--					5	\$940.00		4.50			
Week:		10/15/12	10/21/12	MTWTF--					2	\$940.00		4.50			
10	KPNX	10/16/12	10/16/12	NBC News Special Presidential Debate	CM	6-8p (6:00 PM-7:30 PM)	-T-----	:30	1	\$2,400.00	P-2	6.70	NM	1	\$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:		10/15/12	10/21/12	-T-----					1	\$2,400.00		6.70			
11	KPNX	10/03/12	10/03/12	NBC News Special Presidential Debate	CM	6-8p (6:00 PM-7:30 PM)	--W----	:30	1	\$2,400.00	P-2	6.70	NM	1	\$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:		10/01/12	10/07/12	--W----					1	\$2,400.00		6.70			
12	KPNX	10/03/12	10/03/12	Wed Prime B Animal Practice/Guys	CM	8-9p	--W----	:30	1	\$3,500.00	P-2	5.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$3,500.00		5.00			
13	KPNX	10/06/12	10/06/12	Sat Prime Sat Prime Encores	CM	8-10p (8:00 PM-10:00 PM)	-----S-	:30	1	\$1,200.00	P-2	3.80	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:		10/01/12	10/07/12	-----S-					1	\$1,200.00		3.80			
14	KPNX	10/07/12	10/07/12	NFL Regular Season Fo6M NFL Regular Season F	CM	Various (5:30 PM-8:30 PM)	-----S	:30	1	\$7,000.00	P-2	9.70	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$7,000.00		9.70			
15	KPNX	10/03/12	10/21/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	5	\$2,400.00	P-2	5.00	NM	10	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTFSS					3	\$2,400.00		5.00			
Week:		10/08/12	10/14/12	MTWTFSS					5	\$2,400.00		5.00			
Week:		10/15/12	10/21/12	MTWTFSS					2	\$2,400.00		5.00			
16	KPNX	10/03/12	10/19/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$1,000.00	P-2	3.50	NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$1,000.00		3.50			
Week:		10/08/12	10/14/12	MTWTF--					5	\$1,000.00		3.50			

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	KPNX	10/03/12	10/19/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$1,000.00	P-2	3.50	NM	10	\$10,000.00
		<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		3.50			
17	KPNX	10/06/12	10/13/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$375.00	P-2	1.30	NM	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: 10/01/12	10/07/12	-----S-		1				\$375.00		1.30			
		Week: 10/08/12	10/14/12	-----S-		1				\$375.00		1.30			
18	KPNX	10/06/12	10/13/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$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: 10/01/12	10/07/12	-----S-		1				\$350.00		0.00			
		Week: 10/08/12	10/14/12	-----S-		1				\$350.00		0.00			
19	KPNX	10/06/12	10/06/12	Notre Dame Football Notre Dame Football	CM	Various	-----S-	:30	1	\$700.00	P-2	2.90	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: 10/01/12	10/07/12	-----S-		1				\$700.00		2.90			
20	KPNX	10/07/12	10/14/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$500.00	P-2	2.40	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: 10/01/12	10/07/12	-----S		1				\$500.00		2.40			
		Week: 10/08/12	10/14/12	-----S		1				\$500.00		2.40			

*Tax 1 Note: Tax 0.5%.

Totals 122 \$96,050.00