

ORDER



Orders
Order / Rev: 722185
Alt Order #: 06372374
Product Desc: 366/CFGA - ARIZONA Ft 10/17-11/5, 20
Estimate:
Flight Dates: 10/17/12 - 11/05/12
Original Date / Rev: 10/16/12 / 10/16/12
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	10/28/12	100	\$95,300.00	\$81,005.00
10/29/12	11/05/12	70	\$64,700.00	\$54,995.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	100	\$95,300.00	\$81,005.00	0.00
November 2012	70	\$64,700.00	\$54,995.00	0.00
Totals	170	\$160,000.00	\$136,000.00	0.00

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	10/17/12	10/19/12	M-F 6-7a 12 News Today	CM	6-7a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$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: 10/15/12	10/21/12	--WTF--		3				\$500.00		0.00			
2	KPNX	10/22/12	11/02/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	0.00	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: 10/22/12	10/28/12	MTWTF--		5				\$500.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$500.00		0.00			
3	KPNX	11/05/12	11/05/12	M-F 6-7a 12 News Today	CM	6-7a	M-----	: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: 11/05/12	11/11/12	M-----		1				\$500.00		0.00			
4	KPNX	10/17/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<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	--WTF--		3				\$750.00		0.00			
5	KPNX	10/22/12	11/02/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	5	\$750.00	P-2	0.00	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: 10/22/12	10/28/12	MTWTF--		5				\$750.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$750.00		0.00			
6	KPNX	11/05/12	11/05/12		CM	7-9a	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00

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Advertiser: Club for Growth Action Committee
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 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show 7-9a NBC Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	M-----	1	\$750.00	0.00								
7	KPNX	10/17/12	10/19/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$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	--WTF--	3	\$400.00	0.00								
8	KPNX	10/22/12	11/02/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	MTWTF--	5	\$400.00	0.00								
Week:		10/29/12	11/04/12	MTWTF--	5	\$400.00	0.00								
9	KPNX	11/05/12	11/05/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	M-----	1	\$400.00	0.00								
10	KPNX	10/17/12	10/19/12	M-F 10-11a Kelly	CM	10-11a	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$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	--WTF--	3	\$250.00	0.00								
11	KPNX	10/22/12	11/02/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$250.00	P-2	0.00	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:		10/22/12	10/28/12	MTWTF--	5	\$250.00	0.00								
Week:		10/29/12	11/04/12	MTWTF--	5	\$250.00	0.00								
12	KPNX	11/05/12	11/05/12	M-F 10-11a Kelly	CM	10-11a	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	M-----	1	\$250.00	0.00								
13	KPNX	10/17/12	10/19/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<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	--WTF--	3	\$300.00	0.00								
14	KPNX	10/22/12	11/02/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	10	\$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:		10/22/12	10/28/12	MTWTF--	5	\$300.00	0.00								
Week:		10/29/12	11/04/12	MTWTF--	5	\$300.00	0.00								
15	KPNX	11/05/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$300.00	P-2	0.00	NM	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:		11/05/12	11/11/12	M-----	1	\$300.00	0.00								
16	KPNX	10/17/12	10/19/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$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	--WTF--	3	\$250.00	0.00								
17	KPNX	10/22/12	11/02/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$250.00	P-2	0.00	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:		10/22/12	10/28/12	MTWTF--	5	\$250.00	0.00								
Week:		10/29/12	11/04/12	MTWTF--	5	\$250.00	0.00								
18	KPNX	11/05/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	M-----	1	\$250.00	0.00								
19	KPNX	10/17/12	10/19/12	M-F 4-5p 12 News EVB	CM	4-5p	--WTF--	:30	3	\$525.00	P-2	0.00	NM	3	\$1,575.00
		<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	--WTF--	3	\$525.00	0.00								

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 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
19	KPNX	10/17/12	10/19/12	M-F 4-5p 12 News EVB	CM	4-5p	--WTF--	:30	3	\$525.00	P-2	0.00	NM	3	\$1,575.00	
20	KPNX	10/22/12	11/02/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	5	\$525.00	P-2	0.00	NM	10	\$5,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5				\$525.00		0.00				
	Week:	10/29/12	11/04/12	MTWTF--		5				\$525.00		0.00				
21	KPNX	11/05/12	11/05/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1				\$525.00		0.00				
22	KPNX	10/17/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00	
		<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	--WTF--		3				\$650.00		0.00				
23	KPNX	10/22/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	10	\$6,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5				\$650.00		0.00				
	Week:	10/29/12	11/04/12	MTWTF--		5				\$650.00		0.00				
24	KPNX	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1				\$650.00		0.00				
25	KPNX	10/17/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	--WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$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:	10/15/12	10/21/12	--WTF--		3				\$1,000.00		0.00				
26	KPNX	10/22/12	11/02/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	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:	10/22/12	10/28/12	MTWTF--		5				\$1,000.00		0.00				
	Week:	10/29/12	11/04/12	MTWTF--		5				\$1,000.00		0.00				
27	KPNX	11/05/12	11/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$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:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00				
28	KPNX	10/17/12	10/31/12	Wed Prime B Law & Order: SVU	CM	8-9p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	3	\$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:	10/15/12	10/21/12	--W----		1				\$2,500.00		0.00				
	Week:	10/22/12	10/28/12	--W----		1				\$2,500.00		0.00				
	Week:	10/29/12	11/04/12	--W----		1				\$2,500.00		0.00				
29	KPNX	10/20/12	11/03/12	Sat Prime A Sat Prime A	CM	7-8p	-----S-	:30	1	\$800.00	P-2	0.00	NM	3	\$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	-----S-		1				\$800.00		0.00				
	Week:	10/22/12	10/28/12	-----S-		1				\$800.00		0.00				
	Week:	10/29/12	11/04/12	-----S-		1				\$800.00		0.00				
30	KPNX	10/21/12	10/28/12	NFL Regular Season Fo NFL Regular Season F	CM	Various (6:15 PM-8:00 PM)	-----S	:30	1	\$12,000.00	P-2	0.00	NM	2	\$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:	10/15/12	10/21/12	-----S		1				\$12,000.00		0.00				
	Week:	10/22/12	10/28/12	-----S		1				\$12,000.00		0.00				
	spots need to run inside game per alex															
31	KPNX	10/17/12	10/21/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--WTFSS	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00	
		<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	--WTFSS		3				\$2,200.00		0.00				
32	KPNX	10/22/12	11/04/12		CM	10-1035p	MTWTFSS	:30	5	\$2,200.00	P-2	0.00	NM	10	\$22,000.00	

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				12 News 10pm M-SU											
				12 News 10 pm M-Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTFSS					5	\$2,200.00		0.00			
Week:		10/29/12	11/04/12	MTWTFSS					5	\$2,200.00		0.00			
33	KPNX	11/05/12	11/05/12	12 News 10pm M-SU	CM	10-1035p	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
				12 News 10 pm M-Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,200.00		0.00			
34	KPNX	10/17/12	10/19/12	Tonight Show	CM	1035-1135p	--WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,000.00		0.00			
35	KPNX	10/22/12	11/02/12	Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	10	\$10,000.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		0.00			
36	KPNX	11/05/12	11/05/12	Tonight Show	CM	1035-1135p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
37	KPNX	10/20/12	10/27/12	Saturday Morning News	CM	Various	-----S-	:30	2	\$300.00	P-2	0.00	NM	4	\$1,200.00
				12 News Sat Today											
		<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	\$300.00		0.00			
Week:		10/22/12	10/28/12	-----S-					2	\$300.00		0.00			
38	KPNX	10/21/12	11/04/12	1035pm - Sports Tonight	CM	1035-1105p	-----S	:30	1	\$450.00	P-2	0.00	NM	3	\$1,350.00
				Sports Tonight											
		<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	\$450.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$450.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$450.00		0.00			
39	KPNX	11/04/12	11/04/12	NFL Regular Season Football	CM	Various	-----S	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
				NFL Regular Season Football											
				(6:15 PM-8:00 PM)											
				spots need to run inside game per alex											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$14,000.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 170 \$160,000.00