

ORDER



Orders
Order / Rev: 721503
Alt Order #: 06368053
Product Desc: HOUSE MAJORITY PAC Flight 10/11-10
Estimate: 2026
Flight Dates: 10/11/12 - 10/17/12
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: 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-Candidate/US House
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	10/17/12	46	\$20,975.00	\$17,828.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	46	\$20,975.00	\$17,828.75	0.00
Totals	46	\$20,975.00	\$17,828.75	0.00

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	10/17/12	1-2p Arizona MIDDAY Arizona MIDDAY	CM	1-2p	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
ARIZONA MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			5		\$150.00		0.00				
2	KPNX	10/11/12	10/17/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
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:		10/11/12	10/17/12	MTWTF--			5		\$350.00		0.00				
3	KPNX	10/11/12	10/17/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			2		\$1,000.00		0.00				
4	KPNX	10/11/12	10/17/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			2		\$450.00		0.00				
5	KPNX	10/11/12	10/17/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
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:		10/11/12	10/17/12	MTWTF--			2		\$275.00		0.00				

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Advertiser: House Majority PAC
 Product Desc: HOUSE MAJORITY PAC Flight 10/11-10/17/12
 Estimate: 2026
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/11/12	10/17/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			5		\$225.00		0.00				
7	KPNX	10/11/12	10/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
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:		10/11/12	10/17/12	MTWTF--			4		\$300.00		0.00				
8	KPNX	10/11/12	10/17/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			2		\$400.00		0.00				
9	KPNX	10/11/12	10/17/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			5		\$500.00		0.00				
10	KPNX	10/11/12	10/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
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:		10/11/12	10/17/12	MTWTF--			1		\$600.00		0.00				
11	KPNX	10/11/12	10/17/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
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:		10/11/12	10/17/12	MTWTF--			1		\$1,000.00		0.00				
12	KPNX	10/11/12	10/17/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			4		\$800.00		0.00				
13	KPNX	10/11/12	10/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			2		\$800.00		0.00				
14	KPNX	10/11/12	10/17/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--			5		\$400.00		0.00				
15	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	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
for rr on original order to match telerep total															
		<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		\$1,000.00		0.00				

*Tax 1 Note: Tax 0.5%.

Totals 46 \$20,975.00