

ORDER



Orders
Order / Rev: 721506
Alt Order #: 06368049
Product Desc: HOUSE MAJORITY PAC Flight 10/11-10
Estimate: 2025
Flight Dates: 10/11/12 - 10/17/12
Original Date / Rev: 10/10/12 / 10/10/12
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	20	\$8,750.00	\$7,437.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$8,750.00	\$7,437.50	0.00
Totals	20	\$8,750.00	\$7,437.50	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
E 1	KPNX	10/11/12	10/17/12	M-F 10-11a Kelly LIVE WITH KELLY- added 1x mg from 703367	CM	10-11a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<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--		3				\$350.00		0.00			
E 2	KPNX	10/11/12	10/17/12	M-F 11a-12p Today Show III TODAY SHOW 3	CM	11a-12p	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
		<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			
E 3	KPNX	10/11/12	10/17/12	M-F 1230-1p Millionaire (R) MILLIONAIRE	CM	1230-1p	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<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				\$225.00		0.00			
E 4	KPNX	10/11/12	10/17/12	M-F 12-1230p 12 News at Noon 12 NEWS @ NOON	CM	12-1230p	MTWTF--	: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:	10/11/12	10/17/12	MTWTF--		3				\$300.00		0.00			
E 5	KPNX	10/11/12	10/17/12	Days of Our Lives Days of Our Lives DAYS OF OUR LIVES	CM	2-3p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<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			

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 Flight Dates: 10/11/12 - 10/17/12

Advertiser: House Majority PAC
 Product Desc: HOUSE MAJORITY PAC Flight 10/11-10/17/12
 Estimate: 2025
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KPNX	10/11/12	10/17/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
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--			2		\$500.00		0.00				
E 7	KPNX	10/11/12	10/17/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
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--			2		\$800.00		0.00				
E 8	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				
E 9	KPNX	10/11/12	10/17/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
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--			2		\$400.00		0.00				
													Totals	20	\$8,750.00

*Tax 1 Note: Tax 0.5%.