

# ORDER



**Orders**  
**Order / Rev:** 703388 - 6  
**Alt Order #:** 06242430  
**Product Desc:** HOUSE MAJORITY PAC  
**Estimate:** 1416  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**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-Issue/Ballot,IS-Candidate/US House  
**Priority:** P-5  
**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
08/27/12	09/30/12	40	\$30,595.00	\$26,005.75
10/01/12	10/01/12	12	\$8,470.00	\$7,199.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$30,595.00	\$26,005.75	0.00
October 2012	12	\$8,470.00	\$7,199.50	0.00
<b>Totals</b>	<b>52</b>	<b>\$39,065.00</b>	<b>\$33,205.25</b>	<b>0.00</b>

**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	09/25/12	10/01/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
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:		09/25/12	10/01/12	MTWTF--			4		\$300.00		0.00				
2	KPNX	09/25/12	10/01/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$800.00		0.00				
3	KPNX	09/25/12	10/01/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$350.00		0.00				
4	KPNX	09/25/12	10/01/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
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:		09/25/12	10/01/12	MTWTF--			2		\$225.00		0.00				
5	KPNX	09/25/12	10/01/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 703388 - 6  
 Alt Order #: 06242430  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: House Majority PAC  
 Product Desc: HOUSE MAJORITY PAC  
 Estimate: 1416  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KPNX	09/25/12	10/01/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			3		\$200.00		0.00				
6	KPNX	09/25/12	10/01/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
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:		09/25/12	10/01/12	MTWTF--			3		\$275.00		0.00				
7	KPNX	09/25/12	10/01/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$400.00		0.00				
8	KPNX	09/25/12	10/01/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
12 NEWS EVB LIVE 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$375.00		0.00				
9	KPNX	09/25/12	10/01/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	2	\$20.00	P-2	0.00	NM	2	\$40.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$20.00		0.00				
10	KPNX	09/25/12	10/01/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	1	\$165.00	P-2	0.00	NM	1	\$165.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			1		\$165.00		0.00				
11	KPNX	09/25/12	10/01/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
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:		09/25/12	10/01/12	MTWTF--			5		\$550.00		0.00				
12	KPNX	09/25/12	10/01/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	1	\$185.00	P-2	0.00	NM	1	\$185.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			1		\$185.00		0.00				
13	KPNX	09/25/12	10/01/12	NBC Nightly News NBC Nightly News	CM	Various	MTWTF--	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
NBC NIGHTLY NEWS WITH BRIAN WILLIAM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			1		\$2,000.00		0.00				
14	KPNX	09/25/12	10/01/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
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:		09/25/12	10/01/12	MTWTF--			1		\$900.00		0.00				
15	KPNX	09/25/12	10/01/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$650.00		0.00				
16	KPNX	09/28/12	09/28/12	Fri Prime B Grimm	CM	8-9p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
EFF FALL 2012 GRIMMEFF FALL 2012															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$3,000.00		0.00				
17	KPNX	10/01/12	10/01/12		CM	9-10p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

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 Alt Order #: 06242430  
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Advertiser: House Majority PAC  
 Product Desc: HOUSE MAJORITY PAC  
 Estimate: 1416  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon Prime C Revolution											
EFF FALL 2012 SMASH															
		<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	M-----			1			\$3,000.00		0.00			
18	KPNX	09/29/12	09/29/12	Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$1,600.00		0.00			
E 19	KPNX	09/29/12	09/29/12	530-6p 12 News Saturday	CM	530-6p	-----S-	:30	1	\$700.00	P-2	0.00	NM	0	\$0.00
				12 News Saturday											
NBC NIGHTLY NEWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KPNX	09/24/12-09/30/12	530-6p 12 News Saturday			530-6p	-----Sa--	:30		<del>(\$700.00)</del>		0.00	NM		
Credited [mg line 32]															
20	KPNX	09/29/12	09/29/12	6-7p 12 News Saturday	CM	6-7p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				6p News Now 1hr			(6:00 PM-6:30 PM)								
12 NEWS SAT @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$700.00		0.00			
21	KPNX	09/29/12	09/29/12	SAT TDY	CM	Saturday Today	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				NBC Today Show											
SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$350.00		0.00			
E 22	KPNX	09/29/12	09/29/12	Saturday Morning News	CM	Various	-----S-	:30	2	\$350.00	P-2	0.00	NM	0	\$0.00
				12 News Sat Today											
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			2			\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KPNX	09/24/12-09/30/12	Saturday Morning News			Various	-----Sa--	:30		<del>(\$350.00)</del>		0.00	NM		
Credited [mg line 28]															
2	KPNX	09/24/12-09/30/12	Saturday Morning News			Various	-----Sa--	:30		<del>(\$350.00)</del>		0.00	NM		
Credited [mg line 28]															
23	KPNX	09/30/12	09/30/12	Football Night in America	CM	Various	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				Football Night in Am											
NFL PRESHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1			\$3,000.00		0.00			
E 24	KPNX	09/30/12	09/30/12	Sun 8-10a	CM	Various	-----S	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
				12 News Sun Today											
12 NEWS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1			\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KPNX	09/24/12-09/30/12	Sun 8-10a			Various	-----Su	:30		<del>(\$350.00)</del>		0.00	NM		
Credited [mg line 31]															
E 25	KPNX	09/30/12	09/30/12	Sun Prime D	CM	9-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	0	\$0.00
				Dateline											
EFF 5/27 DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1			\$2,000.00		0.00			

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 Alt Order #: 06242430  
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Advertiser: House Majority PAC  
 Product Desc: HOUSE MAJORITY PAC  
 Estimate: 1416  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	KPNX	09/30/12	09/30/12	Sun Prime D Dateline	CM	9-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	0	\$0.00
EFF 5/27 DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$2,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KPNX	09/24/12-09/30/12	Sun Prime D			9-10p	-----Su	:30	<del>(\$2,000.00)</del>	0.00	NM				
Credited [mg line 30]															
26	KPNX	09/25/12	10/01/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
12 NEWS AT 10PM															
Week:		09/25/12	10/01/12	MTWTFSS			3		\$1,500.00		0.00				
E 27	KPNX	09/25/12	09/25/12	Tue Prime B Go On/ The New Normal	CM	8-9p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	0	\$0.00
EFF FALL 2012 THE BIGGEST LOSER EFF FALL 2012															
Week:		09/24/12	09/30/12	-T-----			1		\$2,500.00		0.00				
1	KPNX	09/24/12-09/30/12	Tue Prime B			8-9p	-T-----	:30	<del>(\$2,500.00)</del>	0.00	NM				
Credited [mg line 29]															
28	KPNX	09/29/12	09/29/12	Golf Ryder Cup Ryder Cup	CM	Various (8:00 AM-4:00 PM)	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
mg															
Week:		09/24/12	09/30/12	-----S-			2		\$350.00		0.00				
29	KPNX	09/25/12	09/25/12	Tues Prime Other Go On/The New Normal	CM	Various	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
mg															
Week:		09/24/12	09/30/12	-T-----			1		\$2,500.00		0.00				
30	KPNX	09/30/12	09/30/12	Local Prime Special Connecting Arizona	CM	9-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
mg															
Week:		09/24/12	09/30/12	-----S			1		\$2,000.00		0.00				
31	KPNX	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	5-6a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
mg															
Week:		09/24/12	09/30/12	-----S			1		\$350.00		0.00				
32	KPNX	10/01/12	10/01/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
mg															
Week:		10/01/12	10/07/12	M-----			1		\$700.00		0.00				

\*Tax 1 Note: Tax 0.5%.

Totals 52 \$39,065.00