

ORDER



Orders
Order / Rev: 725608
Alt Order #: 06398920
Product Desc: LCV
Estimate: 2273
Flight Dates: 11/03/12 - 11/04/12
Original Date / Rev: 10/29/12 / 10/29/12
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: League of Conservative Voters
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-1
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
10/29/12	11/03/12	2	\$5,000.00	\$4,250.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$5,000.00	\$4,250.00	0.00
Totals	2	\$5,000.00	\$4,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	10%	\$5,000.00
Market	100%	\$50,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	15%	\$7,500.00
KPAZ	0%	\$0.00
KPHO	35%	\$17,500.00
KPPX	0%	\$0.00
KSAZ	15%	\$7,500.00
KTFL	0%	\$0.00
KTVK	25%	\$12,500.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 725608
 Alt Order #: 06398920
 Flight Dates: 11/03/12 - 11/04/12

Advertiser: League of Conservative Voters
 Product Desc: LCV
 Estimate: 2273
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	11/03/12	11/03/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
THE FIRM															
		<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		\$2,000.00		0.00				
2	KPNX	11/03/12	11/03/12	Breeders' Cup World Th Breeders' Cup	CM	458-6p	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
NFL POST11/11/12-12/30/12															
		<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		\$3,000.00		0.00				
													Totals	2	\$5,000.00

*Tax 1 Note: Tax 0.5%.