

ORDER



Orders
Order / Rev: 723551 - 1
Alt Order #: 06383962
Product Desc: DSCC IE Flight 10/19-10/24, 2012
Estimate: 2139
Flight Dates: 10/19/12 - 10/24/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KPNX
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact: _____
Billing Contact: _____
1010 Wisconsin Ave. NW, Ste. 800
Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DSCC
Demographic: A35+
Product Codes: IS-Candidate/US Senate
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
10/01/12	10/24/12	16	\$12,000.00	\$10,200.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$12,000.00	\$10,200.00	0.00
Totals	16	\$12,000.00	\$10,200.00	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	22%	\$12,000.00
Market	100%	\$54,545.45

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	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	4%	\$2,181.82
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	100%	\$54,545.45

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Advertiser: DSCC
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 Estimate: 2139
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/19/12	10/24/12	M-F 10-11a Kelly	CM	10-11a	MTW-F--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
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:		10/19/12	10/25/12	MTW-F--			2		\$500.00		0.00				
2	KPNX	10/19/12	10/24/12	Tonight Show Tonight Show	CM	1035-1135p	MTW-F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	MTW-F--			2		\$1,200.00		0.00				
3	KPNX	10/19/12	10/24/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTW-F--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	MTW-F--			2		\$500.00		0.00				
4	KPNX	10/19/12	10/24/12	M-F 3-4p Ellen	CM	3-4p	MTW-F--	:30	2	\$500.00	P-1	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:		10/19/12	10/25/12	MTW-F--			2		\$500.00		0.00				
5	KPNX	10/19/12	10/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTW-F--	:30	2	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
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:		10/19/12	10/25/12	MTW-F--			2		\$1,000.00		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>		
2	KPNX	10/19/12-10/25/12	M-F 5-530p			5-530p			MTW-F----	:30	(\$1,000.00)	0.00	NM		
Credited [MG \$ MOVED TO TR 724074]															
6	KPNX	10/19/12	10/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW-F--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
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:		10/19/12	10/25/12	MTW-F--			2		\$1,400.00		0.00				
7	KPNX	10/19/12	10/24/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTW-F--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
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:		10/19/12	10/25/12	MTW-F--			2		\$600.00		0.00				
8	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
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:		10/15/12	10/21/12	-----S-			1		\$600.00		0.00				
9	KPNX	10/20/12	10/20/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
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:		10/15/12	10/21/12	-----S-			1		\$500.00		0.00				
10	KPNX	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
SUNDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$500.00		0.00				

*Tax 1 Note: Tax 0.5%.

Totals 16 \$12,000.00