

ORDER



Orders
Order / Rev: 721060
Alt Order #: 06365379
Product Desc: DSCC IE Flight 10/9-10/15, 2012
Estimate: 1992
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/08/12
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-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	10/15/12	37	\$30,575.00	\$25,988.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$30,575.00	\$25,988.75	0.00
Totals	37	\$30,575.00	\$25,988.75	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
E 1	KPNX	10/09/12	10/15/12	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:		10/09/12	10/15/12	MTWTF--			5		\$350.00		0.00				
E 2	KPNX	10/09/12	10/15/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$1,000.00		0.00				
E 3	KPNX	10/09/12	10/15/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			3		\$450.00		0.00				
E 4	KPNX	10/09/12	10/15/12	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:		10/09/12	10/15/12	MTWTF--			5		\$225.00		0.00				
E 5	KPNX	10/09/12	10/15/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
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:		10/09/12	10/15/12	MTWTF--			5		\$300.00		0.00				

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KPNX	10/09/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		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: 10/09/12	10/15/12	MTWTF--		5			\$800.00			0.00			
E 7	KPNX	10/09/12	10/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		TODAY SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		3			\$850.00			0.00			
E 8	KPNX	10/09/12	10/15/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		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: 10/09/12	10/15/12	MTWTF--		4			\$450.00			0.00			
E 9	KPNX	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		THE VOICE													
		<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	M-----		1			\$9,000.00			0.00			
E 10	KPNX	10/10/12	10/10/12	Wed Prime A Animal Practice/Guys	CM	7-8p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		ANIMAL PRACTICE/GUYS WITH KIDS													
		<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	--W----		1			\$2,500.00			0.00			

*Tax 1 Note: Tax 0.5%.

Totals 37 \$30,575.00