

ORDER



Orders
Order / Rev: 724074 - 1
Alt Order #: 06387753
Product Desc: DSCC IE
Estimate: 2157
Flight Dates: 10/23/12 - 10/29/12
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	10/28/12	50	\$57,250.00	\$48,662.50
10/29/12	10/29/12	8	\$5,950.00	\$5,057.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$57,250.00	\$48,662.50	0.00
November 2012	8	\$5,950.00	\$5,057.50	0.00
Totals	58	\$63,200.00	\$53,720.00	0.00

Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/23/12	10/29/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
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:		10/23/12	10/29/12	MTWTF--			5		\$500.00		0.00				
2	KPNX	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			3		\$1,400.00		0.00				
3	KPNX	10/23/12	10/29/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$500.00		0.00				
4	KPNX	10/23/12	10/29/12	M-F 11a-12p Today Show III	CM	11a-12p	-TWTF--	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
TODAY SHOW 3- cancelled 1x 10/29 for short pay tax on original order															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-TWTF--			4		\$300.00		0.00				
5	KPNX	10/23/12	10/29/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 724074 - 1
 Alt Order #: 06387753
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: DSCC
 Product Desc: DSCC IE
 Estimate: 2157
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KPNX	10/23/12	10/29/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$300.00		0.00				
6	KPNX	10/23/12	10/29/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
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:		10/23/12	10/29/12	MTWTF--			5		\$500.00		0.00				
7	KPNX	10/23/12	10/29/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			2		\$700.00		0.00				
8	KPNX	10/23/12	10/29/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	2	\$50.00	P-1	0.00	NM	2	\$100.00
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:		10/23/12	10/29/12	MTWTF--			2		\$50.00		0.00				
9	KPNX	10/23/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
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:		10/23/12	10/29/12	MTWTF--			3		\$1,000.00		0.00				
10	KPNX	10/23/12	10/29/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
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:		10/23/12	10/29/12	MTWTF--			3		\$1,500.00		0.00				
11	KPNX	10/23/12	10/29/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			4		\$1,000.00		0.00				
12	KPNX	10/23/12	10/29/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
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:		10/23/12	10/29/12	MTWTF--			5		\$600.00		0.00				
13	KPNX	10/27/12	10/27/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
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:		10/22/12	10/28/12	-----S-			1		\$700.00		0.00				
14	KPNX	10/27/12	10/27/12	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:		10/22/12	10/28/12	-----S-			1		\$500.00		0.00				
15	KPNX	10/27/12	10/27/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
THE FIRM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$1,500.00		0.00				
16	KPNX	10/28/12	10/28/12	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:		10/22/12	10/28/12	-----S			1		\$500.00		0.00				
18	KPNX	10/23/12	10/29/12		CM	10-1035p	MTWTFSS	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00

Order / Rev: 724074 - 1
 Alt Order #: 06387753
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: DSCC
 Product Desc: DSCC IE
 Estimate: 2157
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				12 News 10pm M-SU											
				12 News 10 pm M-Su											
				12 NEWS AT 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTFSS			4			\$2,500.00			0.00		
19	KPNX	10/28/12	10/28/12	Local Prime Special	CM	9-10P	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
				CONNECTING ARIZONA											
				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:		10/22/12	10/28/12	-----S			1			\$3,500.00			0.00		
20	KPNX	10/28/12	10/28/12	NFL Regular Season Fo	CM	Various	-----S	:30	1	\$14,300.00	P-1	0.00	NM	1	\$14,300.00
				NFL Regular Season Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S			1			\$14,300.00			0.00		
21	KPNX	10/24/12	10/26/12	M-F 6-7a	CM	6-7a	--WTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
				12 News Today											
				MG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--			1			\$800.00			0.00		
22	KPNX	10/24/12	10/26/12	M-F Today Show 7-9a	CM	7-9a	--WTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				NBC Today Show											
				MG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--			1			\$1,000.00			0.00		
													Totals	58	\$63,200.00

*Tax 1 Note: Tax 0.5%.