

ORDER



Orders
Order / Rev: 721855 - 2
Alt Order #: 06370341
Product Desc: DSCC/CARMONA Flight 10/11-10/15, 20
Estimate: 2040
Flight Dates: 10/11/12 - 10/15/12
Original Date / Rev: 10/11/12 / 10/15/12
Order Type: Political

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

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Carmona,R/ D/ DSCC Senate
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
10/08/12	10/14/12	28	\$22,300.00	\$18,955.00
10/15/12	10/21/12	13	\$5,375.00	\$4,568.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$27,675.00	\$23,523.75	0.00
Totals	41	\$27,675.00	\$23,523.75	0.00

Account Executives

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

Order Share

	Share	Total
KPNX	19%	\$27,675.00
Market	100%	\$145,657.89

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	5%	\$7,282.89
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	20%	\$29,131.58
KPAZ	0%	\$0.00
KPHO	18%	\$26,218.42
KPPX	0%	\$0.00
KSAZ	33%	\$48,067.11
KTFL	0%	\$0.00
KTVK	5%	\$7,282.89
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$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
1	KPNX	10/12/12	10/15/12	M-F 10-11a Kelly	CM	10-11a	M--F--	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
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:		10/12/12	10/18/12	M--F--			1		\$225.00		0.00				
2	KPNX	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	----F--			1		\$700.00		0.00				
3	KPNX	10/15/12	10/15/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	M-----			1		\$175.00		0.00				
4	KPNX	10/15/12	10/15/12	Days of Our Lives Days of Our Lives	CM	2-3p	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	M-----			1		\$250.00		0.00				
5	KPNX	10/15/12	10/15/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	M-----			1		\$375.00		0.00				
6	KPNX	10/12/12	10/15/12	M-F 5-530a 12 News Today	CM	5-530a	M--F--	:30	2	\$135.00	P-2	0.00	NM	2	\$270.00
12 NEWS TODAY ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	M--F--			2		\$135.00		0.00				
7	KPNX	10/12/12	10/15/12	M-F 530-6a 12 News Today	CM	530-6a	M--F--	:30	2	\$165.00	P-2	0.00	NM	2	\$330.00
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:		10/12/12	10/18/12	M--F--			2		\$165.00		0.00				
8	KPNX	10/15/12	10/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	M-----			1		\$500.00		0.00				
9	KPNX	10/12/12	10/12/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	----F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
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:		10/12/12	10/18/12	----F--			1		\$300.00		0.00				
10	KPNX	10/12/12	10/12/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
GRIMM															
		<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	----F--			1		\$2,000.00		0.00				
11	KPNX	10/11/12	10/11/12	Thu Prime C Dateline	CM	9-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
booked dateline per mike, write on log															
		<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	---T---			1		\$2,500.00		0.00				
12	KPNX	10/13/12	10/13/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
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:		10/08/12	10/14/12	-----S-			1		\$250.00		0.00				
13	KPNX	10/13/12	10/13/12		CM	8-9p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00

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				Sat Prime B Chicago Fire											
				NBC PRIME ENCORE											
		<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	-----S-			1			\$600.00			0.00		
14	KPNX	10/13/12	10/13/12	Sat Prime C Law & Order: SVU	CM	9-10p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				LAW & ORDER											
		<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	-----S-			1			\$800.00			0.00		
15	KPNX	10/14/12	10/14/12	Football Night in America Football Night in Am	CM	Various	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
				FOOTBALL NIGHT IN AMERICA											
		<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	-----S			2			\$2,500.00			0.00		
17	KPNX	10/15/12	10/15/12	M-F 10p News M-F 10pm News	CM	10-1035p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				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:		10/12/12	10/18/12	M-----			1			\$1,200.00			0.00		
18	KPNX	10/12/12	10/12/12	M-F 6-9a 12 News/Today Rotation 6-9a	CM	6-9a	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				add ok per mike											
		<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	----F--			1			\$450.00			0.00		
19	KPNX	10/12/12	10/12/12	M-F 10-11a Kelly	CM	10-11a	----F--	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
				add ok per mike											
		<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	----F--			1			\$225.00			0.00		
20	KPNX	10/12/12	10/12/12	M-F 11a-12p Today Show III	CM	11a-12p (11:00 AM-11:30 AM)	----F--	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
				add ok per mike											
		<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	----F--			1			\$225.00			0.00		
21	KPNX	10/12/12	10/12/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				add ok per mike											
		<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	----F--			1			\$100.00			0.00		
22	KPNX	10/12/12	10/12/12	M-F 4-5p 12 News EVB	CM	4-5p	----F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				add ok per mike											
		<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	----F--			1			\$300.00			0.00		
23	KPNX	10/12/12	10/12/12	Fri Prime A The Voice	CM	658-8p	----F--	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<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	----F--			1			\$1,600.00			0.00		
24	KPNX	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<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	----F--			1			\$700.00			0.00		
25	KPNX	10/13/12	10/13/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<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	-----S-			1			\$250.00			0.00		
26	KPNX	10/13/12	10/13/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<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	-----S-			1			\$250.00			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
27	KPNX	10/13/12	10/13/12	Notre Dame Football Notre Dame Football	CM	Various (1:00 PM-4:00 PM)	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<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	-----S-		1				\$500.00		0.00			
28	KPNX	10/13/12	10/13/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		add ok per mike													
		<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	-----S-		1				\$350.00		0.00			
29	KPNX	10/13/12	10/13/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<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	-----S-		1				\$400.00		0.00			
30	KPNX	10/13/12	10/13/12	Sat Prime A Revolution	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	0	\$0.00
		<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	-----S-		1				\$500.00		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	10/08/12-10/14/12	Sat Prime A		7-8p	-----Sa--	:30		(\$500.00)		0.00	NM		
		Unresolved [pef or 825]													
31	KPNX	10/13/12	10/13/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	1	\$600.00	P-3	0.00	NM	0	\$0.00
		<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	-----S-		1				\$600.00		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	10/08/12-10/14/12	Sat Prime B		8-9p	-----Sa--	:30		(\$600.00)		0.00	NM		
		Unresolved [NA/Oversold]													
32	KPNX	10/14/12	10/14/12	Meet The Press Meet The Press	CM	7-8a	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<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	-----S		1				\$2,000.00		0.00			
33	KPNX	10/14/12	10/14/12	Sun 8-10a 12 News Sun Today	CM	Various (8:00 AM-9:30 AM)	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<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	-----S		1				\$250.00		0.00			
34	KPNX	10/14/12	10/14/12	12 News Specials Sunday Square Off	CM	930-10a (9:30 AM-10:00 AM)	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<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	-----S		1				\$250.00		0.00			
35	KPNX	10/14/12	10/14/12	Local Prime Special 12News Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<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	-----S		1				\$1,000.00		0.00			
36	KPNX	10/15/12	10/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<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				\$500.00		0.00			
37	KPNX	10/15/12	10/15/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<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				\$300.00		0.00			
38	KPNX	10/15/12	10/15/12	M-F 630-7p Extra	CM	630-7p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<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				\$700.00		0.00			
39	KPNX	10/15/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<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				\$550.00		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
39	KPNX	10/15/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<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				\$550.00		0.00			
40	KPNX	10/14/12	10/14/12	12 News Specials 12News Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		add for revision shorts													
		<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	-----S		1				\$1,000.00		0.00			
41	KPNX	10/15/12	10/15/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		added for shortfalls													
		<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				\$300.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 41 \$27,675.00