

# ORDER



**Orders**  
**Order / Rev:** 720394  
**Alt Order #:** 06363750  
**Product Desc:** NRSC 2012  
**Estimate:**  
**Flight Dates:** 10/05/12 - 10/10/12  
**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:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

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

**Advertiser Name:** National Republican Senatorial Comm  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot,IS-Candidate/US  
**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	10/10/12	104	\$112,800.00	\$95,880.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	104	\$112,800.00	\$95,880.00	0.00
<b>Totals</b>	<b>104</b>	<b>\$112,800.00</b>	<b>\$95,880.00</b>	<b>0.00</b>

**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	10/05/12	10/10/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTW-FSS	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTW-FSS		6				\$2,400.00		0.00			
2	KPNX	10/05/12	10/10/12	M-F 5-530a 12 News Today	CM	5-530a	MTW-F--	:30	4	\$250.00	P-2	0.00	NM	4	\$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:		10/05/12	10/11/12	MTW-F--		4				\$250.00		0.00			
3	KPNX	10/05/12	10/10/12	M-F 530-6a 12 News Today	CM	530-6a	MTW-F--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTW-F--		4				\$300.00		0.00			
4	KPNX	10/05/12	10/10/12	M-F 6-7a 12 News Today	CM	6-7a	MTW-F--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTW-F--		4				\$600.00		0.00			
5	KPNX	10/05/12	10/10/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	333-3--	:30	12	\$850.00	P-2	0.00	NM	12	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	333-3--		12				\$850.00		0.00			
6	KPNX	10/05/12	10/10/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTW-F--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTW-F--		4				\$450.00		0.00			

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 Flight Dates: 10/05/12 - 10/10/12

Advertiser: National Republican Senatorial Committe  
 Product Desc: NRSC 2012  
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/05/12	10/10/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTW-F--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$450.00		0.00			
7	KPNX	10/05/12	10/10/12	M-F 10-11a Kelly	CM	10-11a	MTW-F--	:30	4	\$350.00	P-2	0.00	NM	4	\$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:	10/05/12	10/11/12	MTW-F--		4				\$350.00		0.00			
8	KPNX	10/05/12	10/10/12	M-F 11a-12p Today Show III	CM	11a-12p	MTW-F--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$275.00		0.00			
9	KPNX	10/05/12	10/10/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTW-F--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$300.00		0.00			
10	KPNX	10/05/12	10/10/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTW-F--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$225.00		0.00			
11	KPNX	10/05/12	10/10/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	MTW-F--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$150.00		0.00			
12	KPNX	10/05/12	10/10/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTW-F--	:30	4	\$400.00	P-2	0.00	NM	4	\$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:	10/05/12	10/11/12	MTW-F--		4				\$400.00		0.00			
13	KPNX	10/05/12	10/10/12	M-F 3-4p Ellen	CM	3-4p	MTW-F--	:30	4	\$500.00	P-2	0.00	NM	4	\$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:	10/05/12	10/11/12	MTW-F--		4				\$500.00		0.00			
14	KPNX	10/05/12	10/10/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	MTW-F--	:30	4	\$500.00	P-2	0.00	NM	4	\$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:	10/05/12	10/11/12	MTW-F--		4				\$500.00		0.00			
15	KPNX	10/05/12	10/10/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	MTW-F--	:30	4	\$500.00	P-2	0.00	NM	4	\$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:	10/05/12	10/11/12	MTW-F--		4				\$500.00		0.00			
16	KPNX	10/05/12	10/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTW-F--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$800.00		0.00			
17	KPNX	10/08/12	10/10/12	NBC Nightly News NBC Nightly News	CM	530-6p	M-W----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<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	M-W----		2				\$2,000.00		0.00			
18	KPNX	10/05/12	10/10/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW-F--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$1,200.00		0.00			
19	KPNX	10/05/12	10/10/12	M-F 630-7p Extra	CM	630-7p	MTW-F--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$1,200.00		0.00			
20	KPNX	10/05/12	10/10/12	Tonight Show Tonight Show	CM	1035-1135p	MTW-F--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$1,000.00		0.00			

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 Product Desc: NRSC 2012  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KPNX	10/05/12	10/10/12	Tonight Show Tonight Show	CM	1035-1135p	MTW-F--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/12	10/11/12	MTW-F--		4				\$1,000.00		0.00			
21	KPNX	10/08/12	10/08/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<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	M-----		1				\$9,000.00		0.00			
22	KPNX	10/05/12	10/05/12	Fri Prime A Grimm	CM	658-8p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$2,500.00		0.00			
23	KPNX	10/05/12	10/05/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$4,000.00		0.00			
24	KPNX	10/06/12	10/06/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$450.00		0.00			
25	KPNX	10/06/12	10/06/12	Saturday Morning News 12 News Sat Today	CM	Various	-----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:	10/01/12	10/07/12	-----S-		1				\$400.00		0.00			
26	KPNX	10/06/12	10/06/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:00 PM-6:30 PM)	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$800.00		0.00			
27	KPNX	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a (10:30 PM-12:00 XM)	-----S-	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$2,200.00		0.00			
28	KPNX	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$450.00		0.00			
29	KPNX	10/07/12	10/07/12	Sun 8-10a 12 News Sun Today	CM	Various	-----2	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----2		2				\$400.00		0.00			
30	KPNX	10/07/12	10/07/12	Football Night in America Football Night in Am	CM	Various	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$3,000.00		0.00			
31	KPNX	10/07/12	10/07/12	NFL Regular Season Fo NFL Regular Season F	CM	Various	-----2	:30	2	\$10,000.00	P-2	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----2		2				\$10,000.00		0.00			
32	KPNX	10/07/12	10/07/12	Local Prime Special Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$2,000.00		0.00			
33	KPNX	10/07/12	10/07/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$600.00	P-2	0.00	NM	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:	10/01/12	10/07/12	-----S		1				\$600.00		0.00			

\*Tax 1 Note: Tax 0.5%.