

ORDER



Orders
Order / Rev: 720159
Alt Order #: 06362412
Product Desc: SENATE MAJORITY PAC
Estimate: 1964
Flight Dates: 10/04/12 - 10/10/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

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

Agency Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 3050 K St. NW
 Washington, DC 20007

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

Advertiser Name: Senate Majority PAC
Demographic: A35+
Product Codes: 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	64	\$47,700.00	\$40,545.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	64	\$47,700.00	\$40,545.00	0.00
Totals	64	\$47,700.00	\$40,545.00	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
E 1	KPNX	10/04/12	10/10/12	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:		10/04/12	10/10/12	MTWTF--			5		\$350.00		0.00				
E 2	KPNX	10/04/12	10/10/12	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:		10/04/12	10/10/12	MTWTF--			5		\$1,000.00		0.00				
E 3	KPNX	10/04/12	10/10/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/04/12	10/10/12	MTWTF--			2		\$250.00		0.00				
E 4	KPNX	10/04/12	10/10/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/04/12	10/10/12	MTWTF--			4		\$225.00		0.00				
E 5	KPNX	10/04/12	10/10/12	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:		10/04/12	10/10/12	MTWTF--			5		\$300.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KPNX	10/04/12	10/10/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
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:		10/04/12	10/10/12	MTWTF--			5		\$400.00		0.00				
E 7	KPNX	10/04/12	10/10/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/04/12	10/10/12	MTWTF--			5		\$500.00		0.00				
E 8	KPNX	10/04/12	10/10/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	4	\$25.00	P-2	0.00	NM	4	\$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:		10/04/12	10/10/12	MTWTF--			4		\$25.00		0.00				
E 9	KPNX	10/04/12	10/10/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
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:		10/04/12	10/10/12	MTWTF--			2		\$225.00		0.00				
E 10	KPNX	10/04/12	10/10/12	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:		10/04/12	10/10/12	MTWTF--			5		\$800.00		0.00				
E 11	KPNX	10/04/12	10/10/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
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:		10/04/12	10/10/12	MTWTF--			2		\$275.00		0.00				
E 12	KPNX	10/04/12	10/10/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
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:		10/04/12	10/10/12	MTWTF--			4		\$1,200.00		0.00				
E 13	KPNX	10/04/12	10/10/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
12 NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/04/12	10/10/12	MTWTF--			2		\$600.00		0.00				
E 14	KPNX	10/04/12	10/10/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/04/12	10/10/12	MTWTF--			2		\$850.00		0.00				
E 15	KPNX	10/04/12	10/10/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
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:		10/04/12	10/10/12	MTWTF--			5		\$450.00		0.00				
E 16	KPNX	10/06/12	10/06/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
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:		10/01/12	10/07/12	-----S-			2		\$400.00		0.00				
E 17	KPNX	10/04/12	10/10/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
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:		10/04/12	10/10/12	MTWTFSS			3		\$2,400.00		0.00				
E 18	KPNX	10/09/12	10/09/12		CM	7-8p	-T-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue Prime A											
				The Voice											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/08/12	10/14/12	-T-----	1	\$8,000.00	0.00								
E 19	KPNX	10/10/12	10/10/12	Wed Prime A	CM	7-8p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Animal Practice/Guys											
				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 64 \$47,700.00