

ORDER



Orders
Order / Rev: 722632 - 4
Alt Order #: 06374996
Product Desc: LCV/SEN MAJORITY PAC Flight 10/16-1
Estimate: 2099
Flight Dates: 10/16/12 - 10/22/12
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: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

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

Advertiser Name: LCV/Senate Majority Pac
Demographic: A25-54
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	10/22/12	87	\$76,550.00	\$65,067.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	87	\$76,550.00	\$65,067.50	0.00
Totals	87	\$76,550.00	\$65,067.50	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	10/16/12	10/22/12	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:		10/16/12	10/22/12	MTWTF--			5		\$350.00		0.00				
2	KPNX	10/16/12	10/22/12	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:		10/16/12	10/22/12	MTWTF--			5		\$1,000.00		0.00				
3	KPNX	10/16/12	10/22/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	10	\$400.00	P-2	0.00	NM	9	\$3,600.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			10		\$400.00		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>		
4	KPNX	10/16/12-10/22/12		Late Night			1135p-1235a		MTWThF----	:30	(\$400.00)	0.00	NM		
Credited [FOR SHORT PAID SALES TAX.]															
4	KPNX	10/16/12	10/22/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
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:		10/16/12	10/22/12	MTWTF--			5		\$300.00		0.00				
5	KPNX	10/16/12	10/22/12		CM	1230-1p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00

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 Estimate: 2099

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1230-1p Millionaire (R)											
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$300.00		0.00				
6	KPNX	10/16/12	10/22/12	Last Call Last Call w/Carson D	CM	1235a-105a	MTWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
				CARSON DALY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$250.00		0.00				
7	KPNX	10/16/12	10/22/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
				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:		10/16/12	10/22/12	MTWTF--			5		\$325.00		0.00				
8	KPNX	10/16/12	10/22/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			3		\$600.00		0.00				
9	KPNX	10/16/12	10/22/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
				12 NEWS EVB LIVE 4PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$450.00		0.00				
10	KPNX	10/16/12	10/22/12	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:		10/16/12	10/22/12	MTWTF--			4		\$25.00		0.00				
11	KPNX	10/16/12	10/22/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
				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:		10/16/12	10/22/12	MTWTF--			3		\$225.00		0.00				
12	KPNX	10/16/12	10/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	3	\$1,000.00	P-2	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:		10/16/12	10/22/12	MTWTF--			3		\$1,000.00		0.00				
13	KPNX	10/16/12	10/22/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	3	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				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:		10/16/12	10/22/12	MTWTF--			3		\$1,400.00		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	10/16/12-10/22/12		M-F 6-630p			6-630p		MTWThF----	:30	(\$1,400.00)	0.00	NM		
Credited															
[mgs booked lines 29, 30]															
3	KPNX	10/16/12-10/22/12		M-F 6-630p			6-630p		MTWThF----	:30	(\$1,400.00)	0.00	NM		
Credited															
[mgs booked lines 29, 30]															
14	KPNX	10/16/12	10/22/12	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:		10/16/12	10/22/12	MTWTF--			2		\$600.00		0.00				
15	KPNX	10/16/12	10/22/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$1,000.00		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
15	KPNX	10/16/12	10/22/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$1,000.00		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>		
2	KPNX	10/16/12-10/22/12	M-F 630-7p			630-7p	MTWThF----	:30		(\$1,000.00)		0.00	NM		
Credited [mgs booked lines 29, 30]															
3	KPNX	10/16/12-10/22/12	M-F 630-7p			630-7p	MTWThF----	:30		(\$1,000.00)		0.00	NM		
Credited [mgs booked lines 29, 30]															
16	KPNX	10/16/12	10/22/12	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:		10/16/12	10/22/12	MTWTF--			3		\$850.00		0.00				
17	KPNX	10/16/12	10/22/12	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:		10/16/12	10/22/12	MTWTF--			5		\$450.00		0.00				
18	KPNX	10/22/12	10/22/12	Mon Prime C Dateline	CM	9-10p	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
REVOLUTION															
		<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	M-----			1		\$4,000.00		0.00				
19	KPNX	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
SATURDAY NIGHT LIVE															
		<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	-----S-			1		\$2,200.00		0.00				
20	KPNX	10/20/12	10/20/12	Whacked Out Sports Whacked Out Sports	CM	Various (12:02 XM-12:30 XM)	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
WHACKED SPORTS															
		<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	-----S-			1		\$450.00		0.00				
21	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	5	\$700.00	P-2	0.00	NM	4	\$2,800.00
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:		10/15/12	10/21/12	-----S-			5		\$700.00		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>		
2	KPNX	10/15/12-10/21/12	6-7p 12 News Saturday			6-7p	-----Sa--	:30		(\$700.00)		0.00	NM		
Credited [mgs booked lines 29, 30]															
22	KPNX	10/20/12	10/20/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
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:		10/15/12	10/21/12	-----S-			2		\$500.00		0.00				
23	KPNX	10/21/12	10/21/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
SPORTS TONIGHT															
		<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	-----S			1		\$600.00		0.00				
24	KPNX	10/21/12	10/21/12	1105pm-1205xm 1105p Extra (Sun)	CM	1105pm-1205xm	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
EXTRA WKEND															
		<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	-----S			1		\$200.00		0.00				

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25	KPNX	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season F NFL SNF 10/21/12 WK7PITTSBURGH @ C	CM	Various	-----S	:30	1	\$16,000.00	P-2	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$16,000.00		0.00			
26	KPNX	10/18/12	10/18/12	Thu Prime A 30 Rock/Up All Night THE OFFICE/PARKS AND REC	CM	7-8p	---T---	: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:		10/15/12	10/21/12	---T---		1				\$2,500.00		0.00			
27	KPNX	10/17/12	10/17/12	Wed Prime A Animal Practice/Guys ANIMAL PRACTICE/GUYS WITH KIDS	CM	7-8p	--W----	: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:		10/15/12	10/21/12	--W----		1				\$2,500.00		0.00			
28	KPNX	10/21/12	10/21/12	Local Prime Special 12News Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	: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:		10/15/12	10/21/12	-----S		1				\$2,500.00		0.00			
29	KPNX	10/21/12	10/21/12	Local Prime Special 12News Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	1	\$3,000.00	P-1	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:		10/15/12	10/21/12	-----S		1				\$3,000.00		0.00			
30	KPNX	10/20/12	10/20/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$2,500.00	P-1	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:		10/15/12	10/21/12	-----S-		1				\$2,500.00		0.00			
31	KPNX	10/21/12	10/21/12	Local Prime Special 12News Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----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:		10/15/12	10/21/12	-----S		1				\$3,000.00		0.00			
32	KPNX	10/21/12	10/21/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$550.00	P-1	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	-----S		1				\$550.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 87 \$76,550.00