

ORDER



Orders
Order / Rev: 713451 - 2
Alt Order #:
Product Desc: Yes on 204 Flight 1 9/17-10/7, 2012
Estimate:
Flight Dates: 09/17/12 - 11/06/12
Original Date / Rev: 10/04/12 / 10/04/12
Order Type: Political

KPNX
Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency Name: Carlton Group/ POL
Buying Contact:
Billing Contact:
 4475 E. Via Los Caballos
 Phoenix, AZ 85028

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

Advertiser Name: Yes on 204
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	40	\$17,050.00	\$14,492.50
10/01/12	10/07/12	14	\$7,725.00	\$6,566.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$17,050.00	\$14,492.50	0.00
October 2012	14	\$7,725.00	\$6,566.25	0.00
Totals	54	\$24,775.00	\$21,058.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			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	09/17/12	09/21/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$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:	09/17/12	09/23/12	11111--		5				\$200.00		0.00			
2	KPNX	09/24/12	09/28/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$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:	09/24/12	09/30/12	11111--		5				\$200.00		0.00			
3	KPNX	09/17/12	09/21/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	11111--		5				\$275.00		0.00			
4	KPNX	09/24/12	09/28/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5				\$275.00		0.00			
5	KPNX	09/17/12	09/21/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	11111--		5				\$700.00		0.00			
6	KPNX	09/24/12	09/28/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 713451 - 2
 Alt Order #:
 Flight Dates: 09/17/12 - 11/06/12

Advertiser: Yes on 204
 Product Desc: Yes on 204 Flight 1 9/17-10/7, 2012
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	09/24/12	09/28/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5				\$700.00		0.00			
7	KPNX	10/01/12	10/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<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	11111--		5				\$700.00		0.00			
8	KPNX	10/07/12	10/07/12	Sun 8-10a 12 News Sun Today	CM	8-10a	-----S	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$350.00		0.00			
9	KPNX	09/17/12	09/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$550.00	P-2	0.00	NM	4	\$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:	09/17/12	09/23/12	11111--		5				\$550.00		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>		
	3	KPNX	09/17/12-09/23/12	M-F 5-530p		5-530p	MTWThF----	:30		(\$550.00)		0.00	NM		
	Unresolved [news takeover]														
10	KPNX	09/24/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5				\$550.00		0.00			
11	KPNX	10/01/12	10/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<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	11111--		5				\$275.00		0.00			
12	KPNX	09/23/12	09/23/12	Sun 8-10a 12 News Sun Today	CM	Various (8:00 AM-8:30 AM)	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
	add to sked per Fran's email, needs to run first 1/2 hour of show in Sunday Squareoff w/ Brahm Resnik														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$350.00		0.00			
13	KPNX	10/07/12	10/07/12	Sun 8-10a 12 News Sun Today	CM	Various (8:00 AM-8:30 AM)	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
	add to sked per Fran's email, needs to run first 1/2 hour of show in Sunday Squareoff w/ Brahm Resnik														
		<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				\$350.00		0.00			
14	KPNX	10/03/12	10/03/12	NBC News Special Presidential Debate	CM	6-8p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
	add ok per Fran Parker														
		<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	--W----		1				\$1,800.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 54 \$24,775.00