

# 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	10/26/12	67	\$47,550.00	\$40,417.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$17,050.00	\$14,492.50	0.00
October 2012	67	\$47,550.00	\$40,417.50	0.00
<b>Totals</b>	<b>107</b>	<b>\$64,600.00</b>	<b>\$54,910.00</b>	<b>0.00</b>

**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		<del>(\$550.00)</del>		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			
N 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	0	\$0.00
		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			
<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	10/01/12-10/07/12	NBC News Special			6-8p	--W-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
		Credited [mg line 15]													
N 15	KPNX	10/11/12	10/11/12	NBC News Special Vice Presidential Debate	CM	6-8p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		mg for 1x 10/3 Debate dna d/t lost breaks- b and a 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	---T---		1				\$1,800.00		0.00			
N 16	KPNX	10/11/12	10/11/12	NBC News Special Vice Presidential Debate	CM	6-8p	---T---	:30	1	\$1,550.00	P-2	0.00	NM	1	\$1,550.00
		rate change from \$1800 to \$1550 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	---T---		1				\$1,550.00		0.00			
N 17	KPNX	10/16/12	10/16/12	NBC News Special Vice Presidential Debate	CM	6-8p	-T-----	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/16/12	-T-----		1				\$1,900.00		0.00			

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
N17	KPNX	10/16/12	10/16/12	NBC News Special Vice Presidential Debate	CM	6-8p	-T-----	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1				\$1,900.00		0.00			
N18	KPNX	10/22/12	10/22/12	NBC News Special Presidential Debate	CM	6-8p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$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: 10/22/12	10/28/12	M-----		1				\$1,800.00		0.00			
N19	KPNX	10/08/12	10/12/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW-F--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		rate revised from 650 to 850 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	MTW-F--		4				\$850.00		0.00			
N20	KPNX	10/15/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-WTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-WTF--		4				\$650.00		0.00			
N21	KPNX	10/08/12	10/12/12	M-F 10p News M-F 10pm News	CM	10-1035p	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<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	MTWTF--		5				\$1,400.00		0.00			
N22	KPNX	10/15/12	10/19/12	M-F 10p News M-F 10pm News	CM	10-1035p	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<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	MTWTF--		5				\$1,400.00		0.00			
N23	KPNX	10/08/12	10/12/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	: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: 10/08/12	10/14/12	MTWTF--		5				\$550.00		0.00			
N24	KPNX	10/15/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	: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: 10/15/12	10/21/12	MTWTF--		5				\$550.00		0.00			
N25	KPNX	10/08/12	10/12/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<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	MTWTF--		5				\$350.00		0.00			
N26	KPNX	10/15/12	10/19/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<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	MTWTF--		5				\$350.00		0.00			
N27	KPNX	10/22/12	10/26/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<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	MTWTF--		1				\$350.00		0.00			
N28	KPNX	10/08/12	10/12/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$475.00	P-2	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$475.00		0.00			
N29	KPNX	10/15/12	10/19/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$475.00	P-2	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		5				\$475.00		0.00			
N30	KPNX	10/22/12	10/26/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<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	MTWTF--		1				\$475.00		0.00			

\*Tax 1 Note: Tax 0.5%.