

## ORDER



**Orders**  
**Order / Rev:** 471342  
**Alt Order #:** WOC11826593  
**Product Desc:** MDUCE  
**Estimate:** 6933  
**Flight Dates:** 10/09/18 - 10/15/18  
**Original Date / Rev:** 09/28/18 / 09/28/18  
**Order Type:** GENERAL

**Primary AE:** Maura Romano  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Avenue - Suite #306  
 Towson, MD 21286

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

**Advertiser**  
**Name:** Ducey/Republican/Governor  
**Demographic:** A18+  
**Product Codes:** PL State Candidate  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business Thru:**  
**Advertiser External ID:** 210223  
**Agency External ID:** 114716  
**Unit Code:** General  
**Order Separation:** 00:02:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/15/18	26	\$20,175.00	\$17,148.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	26	\$20,175.00	\$17,148.75	54.10
<b>Totals</b>	<b>26</b>	<b>\$20,175.00</b>	<b>\$17,148.75</b>	<b>54.10</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Maura Romano			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
N 1	KNXV	10/09/18	10/12/18	M-F 6-7am News M-F 6-7am News (Program: ABC15 6AM NEWS)Target 200304 Index: 108. Nielsen: 0.9	CM	6-7am	- 1- 11- -	:30	3	\$450.00	P-2	1.60	NM	3	\$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:		10/08/18	10/14/18	- 1- 11- -	3		\$450.00		1.60						
N 2	KNXV	10/09/18	10/15/18	M-F Good Morning America M-F Good Morning America (Program: GOOD MORNING AMERICA)Target 200304 Index: 105. Nielsen: 1.1000000000000001	CM	7-9am	1- 11- - -	:30	3	\$600.00	P-2	1.90	NM	3	\$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:		10/09/18	10/15/18	1- 11- - -	3		\$600.00		1.90						
N 3	KNXV	10/09/18	10/13/18	Sa 5-7am News Sa 5-7am News (Program: ABC15 SAT 5AM NEWS)Target 200304 Index: 108. Nielsen: 0.8	CM	5-7am	- - - - - 1-	:30	1	\$200.00	P-3	1.10	NM	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:		10/08/18	10/14/18	- - - - - 1-	1		\$200.00		1.10						
N 4	KNXV	10/09/18	10/14/18	Su 5-7am News Su 5-7am News (Program: ABC15 SUN 5AM NEWS)Target 200304 Index: 109. Nielsen: 0.6	CM	5-7am	- - - - - 1	:30	1	\$200.00	P-3	1.30	NM	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:		10/08/18	10/14/18	- - - - - 1	1		\$200.00		1.30						
N 5	KNXV	10/09/18	10/12/18	M-F 11am-12pm News M-F 11am-12pm News	CM	11am-12pm	- - 111- -	:30	3	\$300.00	P-2	1.50	NM	3	\$900.00

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Advertiser: Ducey/Republican/Governor  
 Product Desc: MDUCE  
 Estimate: 6933

KNXV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: ABC15 11AM NEWS)Target 200304 Index: 104. Nielsen: 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	--111--		3				\$300.00		1.50			
N 6	KNXV	10/09/18	10/15/18	M-F 4-5pm M-F 4-5pm	CM	4-5pm	1-11---	:30	3	\$300.00	P-3	1.20	NM	3	\$900.00
(Program: ABC15-NOW AZ)Target 200304 Index: 114. Nielsen: 0.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/18	10/15/18	1-11---		3				\$300.00		1.20			
N 7	KNXV	10/09/18	10/15/18	M-F 5-530pm News M-F 5-530pm News	CM	5-530pm	1-1-1--	:30	3	\$900.00	P-2	2.70	NM	3	\$2,700.00
(Program: ABC15 5PM NEWS)Target 200304 Index: 116. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/18	10/15/18	1-1-1--		3				\$900.00		2.70			
N 8	KNXV	10/09/18	10/15/18	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	11-1---	:30	3	\$1,125.00	P-2	2.70	NM	3	\$3,375.00
(Program: ABC15 6PM NEWS)Target 200304 Index: 117. Nielsen: 1.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/18	10/15/18	11-1---		3				\$1,125.00		2.70			
N 9	KNXV	10/09/18	10/15/18	M-F 630-7pm News M-F 630-7pm News	CM	630-7pm	11-1---	:30	3	\$750.00	P-3	2.30	NM	3	\$2,250.00
(Program: ABC15 6:30PM NEWS)Target 200304 Index: 118. Nielsen: 1.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/18	10/15/18	11-1---		3				\$750.00		2.30			
N 10	KNXV	10/09/18	10/13/18	College FB - Sa Early College FB - Sa Early	CM	College FB - Sa E	-----1-	:30	1	\$1,500.00	P-3	3.30	NM	1	\$1,500.00
(Program: COLLEGE FOOTBALL 2018)Target 200304 Index: 117. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	-----1-		1				\$1,500.00		3.30			
N 11	KNXV	10/09/18	10/13/18	College FB - Sa Late College FB - Sa Late	CM	College FB - Sa L	-----1-	:30	1	\$2,000.00	P-3	2.80	NM	1	\$2,000.00
(Program: COLLEGE FOOTBALL 2018)Target 200304 Index: 120. Nielsen: 0.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	-----1-		1				\$2,000.00		2.80			
N 12	KNXV	10/09/18	10/13/18	College FB - Sa Prime College FB - Sa Prime	CM	College FB - Sa Pr	-----1-	:30	1	\$3,000.00	P-3	3.90	NM	1	\$3,000.00
(Program: COLLEGE FOOTBALL 2018)Target 200304 Index: 119. Nielsen: 1.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	-----1-		1				\$3,000.00		3.90			
													Totals	26	\$20,175.00

\*Tax 1 Note: Tax 0.5%.