

ORDER



Orders
Order / Rev: 1974321
Alt Order #: WOC12432020
Product Desc: Arizona
Estimate: 5236
Flight Dates: 09/29/20 - 10/05/20
Original Date / Rev: 03/30/20 / 04/10/20
Order Type: RFP

KPNX

Primary AE: Jim Quinn
Sales Office: TSPHI
Sales Region: NAT

Agency
Name: Main Street Media Group / POL
Buying Contact:
Billing Contact: Ryan Stanley
 PO Box 25093
 Alexandria, VA 22313

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

Advertiser
Name: ISS/ Defend Arizona
Demographic: A25-54
Product Codes: IS-Candidate/Local Misc
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru:
Advertiser External ID: 130504
Agency External ID: 10862AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/05/20	118	\$203,800.00	\$173,230.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	118	\$203,800.00	\$173,230.00	0.00
Totals	118	\$203,800.00	\$173,230.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	16%	\$203,800.00
Market	100%	\$1,273,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$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
N 1	KPNX	09/29/20	10/05/20	Local News @ 5a M-F »Today In AZ - 5a (Program: »Today In AZ - 5a)302 Index: 120. Nielsen: 0.8763812231331565	CM	5-530a	11111--	:30	5	\$400.00	P03	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$400.00		0.00			
N 2	KPNX	09/29/20	10/05/20	Local News @ 530a M-F CM »Today In AZ - 5:30a (Program: »Today In AZ - 5:30a)302 Index: 125. Nielsen: 1.0962286854721042	CM	530-6a	11111--	:30	5	\$500.00	P03	0.00	NM	5	\$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: 09/29/20	10/05/20	11111--		5				\$500.00		0.00			
N 3	KPNX	09/29/20	10/05/20	Local News @ 6a M-F CM »Today In AZ - 6a (Program: »Today In AZ - 6a)302 Index: 126. Nielsen: 1.7704685187350724	CM	6-7a	11111--	:30	5	\$1,200.00	P03	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$1,200.00		0.00			
N 4	KPNX	09/29/20	10/05/20	Today Show »NBC Today (Program: »NBC Today)302 Index: 134. Nielsen: 2.37812453430655	CM	7-9a	22222--	:30	10	\$1,500.00	P03	0.00	NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	22222--		10				\$1,500.00		0.00			
N 5	KPNX	09/29/20	10/05/20	Today Show 3rd Hour »Today 3rd Hour (Program: »Today 3rd Hour)302 Index: 133. Nielsen: 1.7017857350309076	CM	9-10a	11111--	:30	5	\$800.00	P03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$800.00		0.00			
N 6	KPNX	09/29/20	10/05/20	Live with Kelly 10-11a CM »Live with Kelly & Ryan (Program: »Live with Kelly & Ryan)302 Index: 130. Nielsen: 1.5449793282376878	CM	10-11a	11111--	:30	5	\$600.00	P03	0.00	NM	5	\$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: 09/29/20	10/05/20	11111--		5				\$600.00		0.00			
N 7	KPNX	09/29/20	10/05/20	Today Show 4th Hour CM »Today w/ Hoda & Jenna (Program: »Today w/ Hoda & Jenna)302 Index: 133. Nielsen: 1.279421793371132	CM	11a-12p	11111--	:30	5	\$600.00	P03	0.00	NM	5	\$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: 09/29/20	10/05/20	11111--		5				\$600.00		0.00			
N 8	KPNX	09/29/20	10/05/20	Local News @ 12p M-F CM »12 News @ 12 (Program: »12 News @ 12)302 Index: 130. Nielsen: 1.083145045089383	CM	12-1230p	11111--	:30	5	\$600.00	P03	0.00	NM	5	\$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: 09/29/20	10/05/20	11111--		5				\$600.00		0.00			
N 9	KPNX	09/29/20	10/05/20	Arizona Midday CM »Arizona Midday (Program: »Arizona Midday)302 Index: 130. Nielsen: 0.8505162454330129	CM	Arizona Midday	11111--	:30	5	\$350.00	P03	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: 09/29/20	10/05/20	11111--		5				\$350.00		0.00			
N 10	KPNX	09/29/20	10/05/20	Daily Blast Live CM »Daily Blast Live (Program: »Daily Blast Live)302 Index: 124. Nielsen: 0.7887409253505224	CM	Daily Blast Live	11111--	:30	5	\$300.00	P03	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$300.00		0.00			
N 11	KPNX	09/29/20	10/05/20	Days of Our Lives CM »Days of our Lives (Program: »Days of our Lives)302 Index: 119. Nielsen: 0.9388246227651242	CM	2-3p	11111--	:30	5	\$650.00	P03	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$650.00		0.00			
N 12	KPNX	09/29/20	10/05/20	Ellen 3-4p CM »Ellen (Program: »Ellen)302 Index: 126. Nielsen: 1.6722274992471915	CM	3-4p	11111--	:30	5	\$1,000.00	P03	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$1,000.00		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
N13	KPNX	09/29/20	10/05/20	Local News @ 4p M-F »First @ 4 (Program: »First @ 4)302 Index: 131. Nielsen: 1.7554326472443265	CM	4-5p	11111--	:30	5	\$800.00	P03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$800.00		0.00			
N14	KPNX	09/29/20	10/05/20	Local News @ 5p M-F »12 News @ 5P (Program: »12 News @ 5P)302 Index: 140. Nielsen: 2.5861831477459143	CM	5-530p	11111--	:30	5	\$2,200.00	P03	0.00	NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$2,200.00		0.00			
N15	KPNX	09/29/20	10/05/20	NBC Nightly News »NBC Nightly News (Program: »NBC Nightly News)302 Index: 141. Nielsen: 3.7364881332615187	CM	NBC Nightly News	11111--	:30	5	\$5,000.00	P03	0.00	NM	5	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$5,000.00		0.00			
N16	KPNX	09/29/20	10/02/20	Local News @ 6p M-F »12 News @ 6P (Program: »12 News @ 6P)302 Index: 131. Nielsen: 2.556509907305971	CM	6-630p	-1-11--	:30	3	\$2,500.00	P03	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	-1-11--		3				\$2,500.00		0.00			
N17	KPNX	09/29/20	10/05/20	Extra 630-7p »Extra (Program: »Extra)302 Index: 125. Nielsen: 2.3155645301381096	CM	630-7p	11111--	:30	5	\$1,800.00	P03	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$1,800.00		0.00			
N18	KPNX	09/29/20	10/05/20	Mon Prime Other »The Voice (Program: »The Voice)302 Index: 117. Nielsen: 4.482636731848676	CM	Various	1-----	:30	1	\$10,000.00	P03	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	1-----		1				\$10,000.00		0.00			
N19	KPNX	09/29/20	10/05/20	Mon Prime C »Manifest (Program: »Manifest)302 Index: 123. Nielsen: 2.9715449383354002	CM	9-10p	1-----	:30	1	\$5,000.00	P03	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	1-----		1				\$5,000.00		0.00			
N20	KPNX	09/29/20	10/05/20	LN (M-Su) »12 News @ 10P (M-Su) (Program: »12 News @ 10P (M-Su))302 Index: 129. Nielsen: 2.81918265759227	CM	Late News (M-Su)	1111111	:30	7	\$3,500.00	P03	0.00	NM	7	\$24,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	1111111		7				\$3,500.00		0.00			
N21	KPNX	09/29/20	10/05/20	Tonight Show »Tonight Show (Program: »Tonight Show)302 Index: 130. Nielsen: 1.8165382806848425	CM	1035-1137p	11111--	:30	5	\$1,000.00	P03	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11111--		5				\$1,000.00		0.00			
N22	KPNX	09/29/20	10/05/20	Late Night »Late Night w/ Seth Meyers (Program: »Late Night w/ Seth Meyers)302 Index: 127. Nielsen: 1.261299795589225	CM	1135p-1235a	11211--	:30	6	\$650.00	P03	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/29/20	10/05/20	11211--		6				\$650.00		0.00			
N23	KPNX	09/29/20	09/29/20	Tue Prime A »The Voice (Program: »The Voice)302 Index: 117. Nielsen: 4.687590951353444	CM	7-8p	-1-----	:30	1	\$9,000.00	P03	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	-1-----		1				\$9,000.00		0.00			
N24	KPNX	09/29/20	10/02/20	Fri Prime Other »Dateline NBC (Program: »Dateline NBC)302 Index: 127. Nielsen: 2.49261082178762	CM	Various	----1--	:30	1	\$5,000.00	P03	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	----1--		1				\$5,000.00		0.00			
N25	KPNX	09/29/20	10/02/20		CM	1135p-1235a	----1--	:30	1	\$600.00	P03	0.00	NM	1	\$600.00

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Late Night															
»Friday Night Fever															
(Program: »Friday Night Fever)302 Index: 131. Nielsen: 1.0744308685155692															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	----1--					1	\$600.00		0.00			
N26	KPNX	09/29/20	10/03/20	Local News @ 6/7a Sa	CM	12 News Sat Toda	-----1-	:30	1	\$400.00	P03	0.00	NM	1	\$400.00
»12 News Saturday Today															
(Program: »12 News Saturday Today)302 Index: 125. Nielsen: 0.858279024001477															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-----1-					1	\$400.00		0.00			
N27	KPNX	09/29/20	10/03/20	Notre Dame FB Prime	CM	Notre Dame FB Pr	-----1-	:30	1	\$5,000.00	P03	0.00	NM	1	\$5,000.00
»Notre Dame vs. Wisconsin															
(Program: »Notre Dame vs. Wisconsin)302 Index: 130. Nielsen: 1.0267163728773716															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-----1-					1	\$5,000.00		0.00			
N28	KPNX	09/29/20	10/04/20	Today Show Su	CM	NBC Sun Today Sl	-----1	:30	1	\$600.00	P03	0.00	NM	1	\$600.00
»NBC Sunday Today															
(Program: »NBC Sunday Today)302 Index: 147. Nielsen: 0.7450246489155644															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-----1					1	\$600.00		0.00			
N29	KPNX	09/29/20	10/04/20	Meet the Press	CM	Meet the Press	-----1	:30	1	\$2,500.00	P03	0.00	NM	1	\$2,500.00
»Meet The Press															
(Program: »Meet The Press)302 Index: 146. Nielsen: 1.2278536237208737															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-----1					1	\$2,500.00		0.00			
N30	KPNX	09/29/20	10/04/20	SundaySquareOff 8-830a	CM	8-830a	-----1	:30	1	\$500.00	P03	0.00	NM	1	\$500.00
»Sunday Square Off															
(Program: »Sunday Square Off)302 Index: 136. Nielsen: 0.7391067941677618															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-----1					1	\$500.00		0.00			
N31	KPNX	09/29/20	10/04/20	NFL Su Night Game	CM	Various	-----1	:30	1	\$25,000.00	P03	0.00	NM	1	\$25,000.00
»Sunday Night Football															
(Program: »Sunday Night Football)302 Index: 112. Nielsen: 16.008729195900838															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-----1					1	\$25,000.00		0.00			
N32	KPNX	09/29/20	10/04/20	Extra 1105p-1205a Su	CM	1105pm-1205xm	-----1	:30	1	\$300.00	P03	0.00	NM	1	\$300.00
»Extra Weekend															
(Program: »Extra Weekend)302 Index: 115. Nielsen: 2.112790927264343															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-----1					1	\$300.00		0.00			

*Tax 1 Note: City Advertising Tax 0.5%.

Totals 118 \$203,800.00