

# ORDER



**Orders**  
**Order / Rev:** 2341956  
**Alt Order #:** manual  
**Product Desc:** Center forward 4Q21  
**Estimate:** Center forward 4Q21  
**Flight Dates:** 11/02/21 - 11/15/21  
**Original Date / Rev:** 10/29/21 / 10/29/21  
**Order Type:** General

**KPNX**

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

**Agency**  
**Name:** Media Fortitude / POL  
**Buying Contact:**  
**Billing Contact:**  
 30 Newport Parkway ste 2110  
 Jersey City, NJ 07310

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

**Advertiser**  
**Name:** ISS/ Center Forward  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Non Ballot,IS-US Senate,IS-US  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue

**New Business Thru:**  
**Advertiser External ID:** 103875  
**Agency External ID:** 39456AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/21	11/15/21	110	\$60,000.00	\$51,000.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2021	110	\$60,000.00	\$51,000.00	200.20
<b>Totals</b>	<b>110</b>	<b>\$60,000.00</b>	<b>\$51,000.00</b>	<b>200.20</b>

**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%	\$60,000.00
Market	100%	\$375,000.00

**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	84%	\$315,000.00

Order / Rev: 2341956  
 Alt Order #: manual  
 Flight Dates: 11/02/21 - 11/15/21

Advertiser: ISS/ Center Forward  
 Product Desc: Center forward 4Q21  
 Estimate: Center forward 4Q21

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPNX	11/02/21	11/15/21	Local News @ 530a M-FCM 12 News Today		530-6a	MTWTF--	:30	4	\$200.00	P04	1.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	- TWTF--					3	\$200.00		1.00			
		Week: 11/08/21	11/14/21	MTWTF--					4	\$200.00		1.00			
		Week: 11/15/21	11/21/21	M-----					1	\$200.00		1.00			
N 2	KPNX	11/02/21	11/15/21	Local News @ 6a M-F CM 12 News Today		6-630a (5:57 AM-6:30 AM)	MTWTF--	:30	5	\$400.00	P04	1.60	NM	10	\$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: 11/01/21	11/07/21	- TWTF--					4	\$400.00		1.60			
		Week: 11/08/21	11/14/21	MTWTF--					5	\$400.00		1.60			
		Week: 11/15/21	11/21/21	M-----					1	\$400.00		1.60			
N 3	KPNX	11/02/21	11/15/21	Local News @ 6a M-F CM 12 News Today		630-7a (6:30 AM-7:00 AM)	MTWTF--	:30	5	\$400.00	P04	1.60	NM	10	\$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: 11/01/21	11/07/21	- TWTF--					4	\$400.00		1.60			
		Week: 11/08/21	11/14/21	MTWTF--					5	\$400.00		1.60			
		Week: 11/15/21	11/21/21	M-----					1	\$400.00		1.60			
N 4	KPNX	11/02/21	11/15/21	Local News @ 6/7a Sa CM 12 News Sat Today		12 News Sat Toda	-----S-	:30	1	\$225.00	P04	1.20	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	-----S-					1	\$225.00		1.20			
		Week: 11/08/21	11/14/21	-----S-					1	\$225.00		1.20			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N 5	KPNX	11/02/21	11/15/21	Today Show Su CM NBC Today Show (Su)		NBC Sun Today S	-----S	:30	1	\$350.00	P04	0.80	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: 11/01/21	11/07/21	-----S					1	\$350.00		0.80			
		Week: 11/08/21	11/14/21	-----S					1	\$350.00		0.80			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N 6	KPNX	11/02/21	11/15/21	Meet the Press CM Meet the Press		Meet the Press	-----S	:30	1	\$1,500.00	P04	1.40	NM	2	\$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: 11/01/21	11/07/21	-----S					1	\$1,500.00		1.40			
		Week: 11/08/21	11/14/21	-----S					1	\$1,500.00		1.40			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N 7	KPNX	11/02/21	11/15/21	Local News @ 8/830a S CM 12 News Sun Today		Various	-----S	:30	2	\$250.00	P04	1.20	NM	4	\$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: 11/01/21	11/07/21	-----S					2	\$250.00		1.20			
		Week: 11/08/21	11/14/21	-----S					2	\$250.00		1.20			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N 8	KPNX	11/02/21	11/15/21	Today Show 3rd Hour CM Today Show 3rd Hour		9-10a	MTWTF--	:30	3	\$450.00	P04	1.80	NM	6	\$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: 11/01/21	11/07/21	- TWTF--					3	\$450.00		1.80			
		Week: 11/08/21	11/14/21	MTWTF--					3	\$450.00		1.80			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N 9	KPNX	11/02/21	11/15/21	Live with Kelly 11a-12p CM Live with Kelly		11a-12p	MTWTF--	:30	3	\$350.00	P04	1.30	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	- TWTF--					3	\$350.00		1.30			
		Week: 11/08/21	11/14/21	MTWTF--					3	\$350.00		1.30			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N 10	KPNX	11/02/21	11/15/21	Local News @ 12p M-F CM 12 News at Noon		12-1230p	MTWTF--	:30	4	\$250.00	P04	1.20	NM	8	\$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: 11/01/21	11/07/21	- TWTF--					4	\$250.00		1.20			
		Week: 11/08/21	11/14/21	MTWTF--					4	\$250.00		1.20			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			

Order / Rev: 2341956  
 Alt Order #: manual  
 Flight Dates: 11/02/21 - 11/15/21

Advertiser: ISS/ Center Forward  
 Product Desc: Center forward 4Q21  
 Estimate: Center forward 4Q21

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	KPNX	11/02/21	11/15/21	Arizona Midday 1230-1pCM Arizona Midday		Arizona Midday	MTWTF--	:30	2	\$250.00	P04	1.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	- TWTF--					2	\$250.00		1.00			
		Week: 11/08/21	11/14/21	MTWTF--					1	\$250.00		1.00			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N12	KPNX	11/02/21	11/15/21	Ellen 3-4p Ellen Degeneres	CM	3-4p	MTWTF--	:30	4	\$200.00	P04	1.50	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	- TWTF--					3	\$200.00		1.50			
		Week: 11/08/21	11/14/21	MTWTF--					4	\$200.00		1.50			
		Week: 11/15/21	11/21/21	M-----					1	\$200.00		1.50			
N13	KPNX	11/02/21	11/15/21	Local News @ 4p M-F First @ 4	CM	4-5p	MTWTF--	:30	4	\$400.00	P04	1.90	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	- TWTF--					4	\$400.00		1.90			
		Week: 11/08/21	11/14/21	MTWTF--					4	\$400.00		1.90			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N14	KPNX	11/02/21	11/15/21	Local News @ 5p M-F M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$1,500.00	P04	3.20	NM	5	\$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: 11/01/21	11/07/21	- TWTF--					3	\$1,500.00		3.20			
		Week: 11/08/21	11/14/21	MTWTF--					2	\$1,500.00		3.20			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N15	KPNX	11/02/21	11/15/21	Local News @ 6p M-F 12 News 6pm	CM	6-630p	MTWTF--	:30	3	\$1,200.00	P04	3.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	- TWTF--					2	\$1,200.00		3.00			
		Week: 11/08/21	11/14/21	MTWTF--					3	\$1,200.00		3.00			
		Week: 11/15/21	11/21/21	M-----					1	\$1,200.00		3.00			
N16	KPNX	11/02/21	11/15/21	Local News @ 6p Sa 12 News 6pm Saturday	CM	12 News 6pm	Sat-----S-	:30	1	\$400.00	P04	3.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	-----S-					1	\$400.00		3.00			
		Week: 11/08/21	11/14/21	-----S-					1	\$400.00		3.00			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N17	KPNX	11/02/21	11/15/21	Extra 630-7p Extra	CM	630-7p	MTWTF--	:30	2	\$1,500.00	P04	3.00	NM	4	\$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: 11/01/21	11/07/21	- TWTF--					2	\$1,500.00		3.00			
		Week: 11/08/21	11/14/21	MTWTF--					2	\$1,500.00		3.00			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N18	KPNX	11/02/21	11/15/21	Local News @ 10p M-F M-F 10pm News	CM	10-1035p	MTWTF--	:30	3	\$900.00	P04	2.80	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	- TWTF--					3	\$900.00		2.80			
		Week: 11/08/21	11/14/21	MTWTF--					3	\$900.00		2.80			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N19	KPNX	11/02/21	11/15/21	Local News @ 10p Sa Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$900.00	P04	2.80	NM	2	\$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: 11/01/21	11/07/21	-----S-					1	\$900.00		2.80			
		Week: 11/08/21	11/14/21	-----S-					1	\$900.00		2.80			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N20	KPNX	11/02/21	11/15/21	Locker Room @ Post NFL Cardinals Locker Room	CM	Cardinals Locker R	F---TFSS	:30	1	\$750.00	P04	2.80	NM	2	\$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: 11/01/21	11/07/21	---TFSS					1	\$750.00		2.80			
		Week: 11/08/21	11/14/21	---TFSS					1	\$750.00		2.80			
		Week: 11/15/21	11/21/21	-----					0	\$0.00		0.00			
N21	KPNX	11/02/21	11/15/21		CM	1035-1137p	MTWTF--	:30	3	\$450.00	P04	1.70	NM	6	\$2,700.00

Order / Rev: 2341956  
Alt Order #: manual  
Flight Dates: 11/02/21 - 11/15/21

Advertiser: ISS/ Center Forward  
Product Desc: Center forward 4Q21  
Estimate: Center forward 4Q21

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show															
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/01/21		11/01/21	11/07/21	- TWTF - -					3	\$450.00		1.70			
Week: 11/08/21		11/08/21	11/14/21	MTWTF - -					3	\$450.00		1.70			
Week: 11/15/21		11/15/21	11/21/21	- - - - -					0	\$0.00		0.00			
													Totals	110	\$60,000.00