

# ORDER



**Orders**  
**Order / Rev:** 2589977  
**Alt Order #:** WOC13640932  
**Product Desc:** AZ 2022  
**Estimate:** 14660  
**Flight Dates:** 09/30/22 - 10/06/22  
**Original Date / Rev:** 06/16/22 / 06/17/22  
**Order Type:** NORMAL

**KPHO**  
**Primary AE:** Joe Brunnhuber  
**Sales Office:** PHON  
**Sales Region:** National

**Agency Name:** National Media Research  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser Name:** NRSC IE  
**Demographic:** A35-64  
**Product Codes:** Issue - State - Other  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P-02

**New Business End:**  
**Advertiser External ID:** 606375  
**Agency External ID:** 112357  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/06/22	88	\$216,700.00	\$184,195.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	88	\$216,700.00	\$184,195.00	93.08
<b>Totals</b>	<b>88</b>	<b>\$216,700.00</b>	<b>\$184,195.00</b>	<b>93.08</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Brunnhuber			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	KPHO	09/30/22	10/06/22	CBS AM News CBS AM News (Program: CBS MORNING NEWS)	CM	4:00 AM-4:30 AM	11111--	:30	5	\$125.00	P-02	0.06	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/22	10/06/22	11111--					5	\$125.00		0.06			
N 2	KPHO	09/30/22	10/05/22	M-F News 5-6a M-F News @ 5a (Program: CBS 5 THIS MORNING AT 5AM)	CM	5:00 AM-6:00 AM	111-1--	:30	4	\$450.00	P-02	0.17	NM	4	\$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: 09/30/22	10/06/22	111-1--					4	\$450.00		0.17			
N 3	KPHO	09/30/22	10/06/22	M-F News 6-7a M-F News @ 6a (Program: CBS 5 THIS MORNING AT 6AM)	CM	6:00 AM-7:00 AM	22222--	:30	10	\$600.00	P-02	0.50	NM	10	\$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: 09/30/22	10/06/22	22222--					10	\$600.00		0.50			
N 4	KPHO	09/30/22	10/06/22	CBS Mornings CBS Mornings (Program: CBS MORNINGS)	CM	7:00 AM-9:00 AM	22222--	:30	10	\$1,800.00	P-02	0.89	NM	10	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/22	10/06/22	22222--					10	\$1,800.00		0.89			
N 5	KPHO	09/30/22	10/01/22	CBS Saturday Morning CBS Saturday Morning	CM	7:00 AM-9:00 AM	-----2-	:30	2	\$375.00	P-02	0.64	NM	2	\$750.00

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**KPHO**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: CBS THIS MORNING - SAT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----2-					2	\$375.00		0.64			
N 6	KPHO	09/30/22	10/02/22	CBS Sunday Morning	CM	7:00 AM-8:30 AM	-----2	:30	2	\$4,200.00	P-02	1.95	NM	2	\$8,400.00
CBS Sunday Morning															
(Program: CBS SUNDAY MORNING)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----2					2	\$4,200.00		1.95			
N 7	KPHO	09/30/22	10/06/22	M-F 10-11a	CM	10:00 AM-11:00 AM	11111--	:30	5	\$700.00	P-02	0.41	NM	5	\$3,500.00
M-F 10-11a															
(Program: DR PHIL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/22	10/06/22	11111--					5	\$700.00		0.41			
N 8	KPHO	09/30/22	10/06/22	M-F 4-430p	CM	4:00 PM-4:30 PM	11111--	:30	5	\$900.00	P-02	0.70	NM	5	\$4,500.00
M-F 4-430p															
(Program: HOT BENCH)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/22	10/06/22	11111--					5	\$900.00		0.70			
N 9	KPHO	09/30/22	10/06/22	M-F 430-5p	CM	4:30 PM-5:00 PM	11111--	:30	5	\$1,725.00	P-02	0.90	NM	5	\$8,625.00
M-F 430-5p															
(Program: INSIDE EDITION)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/22	10/06/22	11111--					5	\$1,725.00		0.90			
N 10	KPHO	09/30/22	10/06/22	M-F News @ 5p	CM	5:00 PM-5:30 PM	11111--	:30	5	\$1,800.00	P-02	0.65	NM	5	\$9,000.00
M-F News @ 5p															
(Program: CBS 5 NWS 5P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/22	10/06/22	11111--					5	\$1,800.00		0.65			
N 11	KPHO	09/30/22	10/06/22	M-F News @ 530p	CM	5:30 PM-6:00 PM	11111--	:30	5	\$1,700.00	P-02	0.58	NM	5	\$8,500.00
M-F News @ 530p															
(Program: CBS 5 NWS 530P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/22	10/06/22	11111--					5	\$1,700.00		0.58			
N 12	KPHO	09/30/22	10/06/22	M-F News @ 630p	CM	6:30 PM-7:00 PM	11111--	:30	5	\$3,500.00	P-02	1.09	NM	5	\$17,500.00
M-F News @ 630p															
(Program: AZ FAMILY NEWS AT 630P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/22	10/06/22	11111--					5	\$3,500.00		1.09			
N 13	KPHO	09/30/22	10/01/22	Sa News @ 5p	CM	5:00 PM-5:30 PM	-----1-	:30	1	\$1,350.00	P-02	1.02	NM	1	\$1,350.00
Sa News @ 5p															
(Program: SATURDAY NEWS AT 5PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1-					1	\$1,350.00		1.02			
N 14	KPHO	09/30/22	10/01/22	Sa News @ 6p	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$1,125.00	P-02	0.77	NM	1	\$1,125.00
Sa News @ 6p															
(Program: CBS 5 NWS 6P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1-					1	\$1,125.00		0.77			
N 15	KPHO	09/30/22	10/01/22	Sa News @ 630p	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$1,125.00	P-02	0.91	NM	1	\$1,125.00
Sa News @ 630p															
(Program: CBS 5 NWS 630P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1-					1	\$1,125.00		0.91			
N 16	KPHO	09/30/22	10/02/22	Su News @ 530p	CM	5:30 PM-6:00 PM	-----1	:30	1	\$2,250.00	P-02	1.45	NM	1	\$2,250.00
Su News @ 530p															
(Program: CBS 5 NWS 530P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1					1	\$2,250.00		1.45			
N 17	KPHO	09/30/22	10/06/22	M-F News @ 10p	CM	10:00 PM-10:35 PM	11111--	:30	5	\$3,000.00	P-02	1.10	NM	5	\$15,000.00
M-F News @ 10p															
(Program: AZ FAMILY NEWS AT 10P)															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/30/22	10/06/22	11111--		5				\$3,000.00		1.10			
N 18	KPHO	09/30/22	10/01/22	Sat News @ 10p Sat News @ 10p	CM	10:00 PM-11:00 PM	-----2-	:30	2	\$800.00	P-02	0.50	NM	2	\$1,600.00
		(Program: SATURDAY NEWS AT 10P)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----2-		2				\$800.00		0.50			
N 19	KPHO	09/30/22	10/02/22	Sun News @ 10p Sun News @ 10p	CM	10:00 PM-11:00 PM	-----1	:30	1	\$1,800.00	P-02	0.60	NM	1	\$1,800.00
		(Program: CBS 5 NEWS 10P - SUN)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1		1				\$1,800.00		0.60			
N 20	KPHO	09/30/22	10/06/22	CBS Late Show CBS Late Show	CM	10:35 PM-11:38 PM	11111--	:30	5	\$1,950.00	P-02	0.63	NM	5	\$9,750.00
		(Program: LATE SHOW - STEPHEN COLBERT)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/30/22	10/06/22	11111--		5				\$1,950.00		0.63			
N 21	KPHO	09/30/22	10/01/22	CBS College FB Today CBS College FB Today	CM	12:00 PM-12:30 PM	-----1-	:30	1	\$1,000.00	P-02	0.97	NM	1	\$1,000.00
		(Program: CBS COLLEGE FTBL TODAY -2022 (2))													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1-		1				\$1,000.00		0.97			
N 22	KPHO	09/30/22	10/01/22	CBS PGA Golf CBS PGA Golf	CM	12:30 PM-4:00 PM (12:30 PM-4:00 PM)	-----1-	:30	1	\$4,500.00	P-02	1.90	NM	1	\$4,500.00
		(Program: COLLEGE FOOTBALL - 2022)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1-		1				\$4,500.00		1.90			
N 23	KPHO	09/30/22	10/02/22	CBS NFL RS Early Game CBS NFL RS Early Game	CM	10:00 AM-1:30 PM	-----1	:30	1	\$21,000.00	P-02	6.00	NM	1	\$21,000.00
		(Program: CBS NFL FOOTBALL AM GM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1		1				\$21,000.00		6.00			
N 24	KPHO	09/30/22	10/02/22	CBS NFL RS Late Game CBS NFL RS Late Game	CM	1:00 PM-4:30 PM	-----2	:30	2	\$22,000.00	P-02	9.50	NM	2	\$44,000.00
		(Program: CBS NFL FOOTBALL PM GM)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----2		2				\$22,000.00		9.50			
N 25	KPHO	09/30/22	10/02/22	AZ Family Post Game AZ Family Post Game	CM	4:30 PM-5:30 PM	-----2	:30	2	\$2,500.00	P-02	2.00	NM	2	\$5,000.00
		(Program: AZ FAMILY POST SHOW)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----2		2				\$2,500.00		2.00			
N 26	KPHO	09/30/22	10/02/22	CBS Sunday Prime Hr 2 CBS Sunday Prime Hr 2	CM	7:00 PM-8:00 PM	-----1	:30	1	\$20,000.00	P-02	5.10	NM	1	\$20,000.00
		(Program: EQUALIZER)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/26/22	10/02/22	-----1		1				\$20,000.00		5.10			

\*Tax 1 Note: Phoenix Tax 0.5%.

Totals 88 \$216,700.00