## **ORDER**

**Orders** Order / Rev: 2590229 WOC13640467 Alt Order #: Product Desc: AZ 2022 KPHO Estimate: 14662 Flight Dates: 10/14/22 - 10/20/22 Primary AE: Joe Brunnhuber Original Date / Rev: 06/16/22 / 06/17/22 Sales Office: **PHON** Order Type: NORMAL Sales Region: National Agency Name: **National Media Research Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% NRSC IE Advertiser Name: Demographic: A35-64 New Business End: Product Codes: Advertiser External ID: Issue - State - Other 606375 Revenue Code 1: AGY Agency External ID: 112357 Revenue Code 2: POL Unit Code: General Revenue Code 3: POL-ISS Order Separation: 00:15:00 P-02 Priority:

Bill Plan	
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Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/20/22	89	\$205,300.00	\$174,505.00

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	89	\$205,300.00	\$174,505.00	90.52
Totals	89	\$205,300.00	\$174,505.00	90.52

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Brunnhuber			Start Of Order - End Of Order	100%

Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S <sub>l</sub>	oots	Rate Pri	Rtg Type	Spots	Amount
KPHO	10/14/22	2 10/20/22	CBS AM News	CM	4:00 AM-4:	30 AM 11111	:30	5	\$125.00P-02	0.06 NM	5	\$625.00
, ,			,									
Veek: 10/	14/22	10/20/22	11111	5	\$125.00	0.06						
KPHO	10/14/22	2 10/19/22	M-F News 5-6a	CM	5:00 AM-6:	00 AM 111-1	:30	4	\$450.00P-02	0.17 NM	4	\$1,800.00
			M-F News @ 5a									
(Prograr	n: CBS 5	THIS MOR	NING AT 5AM)									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Veek: 10/	14/22	10/20/22	111-1	4	\$450.00	0.17						
KPHO	10/14/22	2 10/20/22	M-F News 6-7a	CM	6:00 AM-7:	00 AM 22222	:30	10	\$600.00P-02	0.50 NM	10	\$6,000.00
			M-F News @ 6a									
(Progran	n: CBS 5	THIS MOR	NING AT 6AM)									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Veek: 10/	14/22	10/20/22	22222	10	\$600.00	0.50						
KPHO	10/14/22	2 10/20/22	CBS Mornings	CM	7:00 AM-9:	00 AM 22222	:30	10	\$1,800.00P-02	0.89 NM	10	\$18,000.00
			CBS Mornings									
(Progran	m: CBS M	(ORNINGS	)									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Veek: 10/	14/22	10/20/22	22222	10	\$1,800.00	0.89						
KPHO	10/14/22	2 10/15/22	CBS Saturday Mo	rning CM	7:00 AM-9:	00 AM2-	:30	2	\$375.00P-02	0.64 NM	2	\$750.00
			•	•								
	KPHO  (Prograi  Sta  Veek: 10/  KPHO  (Prograi  Veek: 10/  KPHO  (Prograi  Sta  Veek: 10/  KPHO  (Prograi  Sta  Veek: 10/  KPHO  (Prograi  Sta  Veek: 10/  KPHO  (Prograi	(Program: CBS N. Start Date Veek: 10/14/22 (Program: CBS 5 Start Date Veek: 10/14/22 (Program: CBS N. Start Date Veek: 10/14/22	(Program: CBS MORNING N Start Date   End Date   Veek: 10/14/22	KPHO	KPHO	KPHO	KPHO	KPHO 10/14/22 10/20/22 CBS AM News	KPHO	KPHO	KPHO	KPHO 10/14/22 10/20/22 CBS AM News

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**KPHO** 

Order / Rev: 2590229

Advertiser: NRSC IE

WOC13640467 Alt Order #: Product Desc:

AZ 2022

Flight Dates: 10/14/22 - 10/20/22 Estimate: 14662

	Start	End	Inventory Code	Break	Start/End	Γime Da <sub>!</sub>	ys	Len Sp	ots	Rate	Pri	Rtg Type	Spots	Amount
(Program:			,	0 , 04, 1	Б.,	D. "						'		
<u>Start D</u> Week: 10/10/		End Date 10/16/22	<u>Weekdays</u> 2-	Spots/Week 2	<u>Rate</u> \$375.00	<u>Rating</u> 0.64								
			CBS Sunday Morr		7:00 AM-8:3		2	:30	2	\$4 200 0	00P-02	1.95 NM	2	\$8,400.00
	0/ 1 I/LL	10/10/22	CBS Sunday Mor		7.007.111 0.0	70 7 1111	-	.00	_	Ψ1,200.0	, o. o.	1.00 11111	_	ψο, 100.00
(Program:	CBS SI	JNDAY MC		•									1	
Start D		End Date	Weekdays	Spots/Week	Rate	Rating							i	
Week: 10/10/		10/16/22	2		\$4,200.00	1.95	1	-00		<b>#4.000.0</b>	NO D. 00	4.07.1114	_	#0.000.00
N / KPHO 10	0/14/22	10/18/22	CBS Price Is Righ		9:00 AM-10:	:00 AM-1	-T	:30	2	\$4,300.0	JUP-02	1.27 NM	2	\$8,600.00
(Program: I	PRICE	IS RIGHT)	CDO I fice is riigi	ıı									i	
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							i	
Week: 10/14/		10/20/22	-11	2	\$4,300.00	1.27							l	
N 8 KPHO 10	0/14/22	10/20/22		CM	10:00 AM-1	1:00 AI1111	L1	:30	5	\$700.0	00P-02	0.41 NM	5	\$3,500.00
(Program: I		ш.\	M-F 10-11a										i	
(Flogram: Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							i	
Week: 10/14/		10/20/22	11111	5	\$700.00	0.41							i	
N 9 KPHO 10	0/14/22	10/20/22	M-F 4-430p	CM	4:00 PM-4:3	0 PM 1111	L1	:30	5	\$900.0	0P-02	0.70 NM	5	\$4,500.00
			M-F 4-430p										1	. ,
(Program:		ENCH)											1	
Start D		End Date	Weekdays	Spots/Week	Rate	Rating							1	
Week: 10/14/		10/20/22	11111	5	\$900.00	0.70				<b>04 705 6</b>	NO D. 00	0.00.1114		<b>#0.005.00</b>
N 10 KPHO 10	0/14/22	10/20/22	M-F 430-5p M-F 430-5p	CM	4:30 PM-5:0	1111 M PM	LT	:30	5	\$1,725.0	JOP-02	0.90 NM	5	\$8,625.00
(Program:	INSIDE	EDITION)	W-1 430-3p										1	
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							i	
Week: 10/14/	/22	10/20/22	11111		\$1,725.00	0.90							i	
N11 KPHO 10	0/14/22	10/20/22	M-F News @ 5p	CM	5:00 PM-5:3	80 PM 1111	L1	:30	5	\$1,800.0	0P-02	0.65 NM	5	\$9,000.00
45	000 -		M-F News @ 5p										1	
(Program:		-	Maakdaya	Cnoto/Mook	Data	Dating							i	
<u>Start D</u> Week: 10/14/		<u>End Date</u> 10/20/22	<u>Weekdays</u> 11111	Spots/Week 5	<u>Rate</u> \$1,800.00	<u>Rating</u> 0.65							i	
N 12 KPHO 10			M-F News @ 530		5:30 PM-6:0		11	:30	5	\$1.700.0	0P-02	0.58 NM	5	\$8,500.00
			M-F News @ 530							<b>+</b> 1,1 2 2 1 2			1	<b>+</b> -,
(Program:	CBS 5	NWS 530P	)										1	
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							1	
Week: 10/14/		10/20/22	11111		\$1,700.00	0.58							<b>i</b> _	
N 13 KPHO 10	0/14/22	10/20/22	M-F News @ 630p M-F News @ 630		6:30 PM-7:0	00 PM 1111	L1	:30	5	\$3,500.0	JOP-02	1.09 NM	5	\$17,500.00
(Program:	AZ FAN	/II Y NFWS		þ									i	
Start D		End Date	Weekdays	Spots/Week	Rate	Rating							i	
Week: 10/14/		10/20/22	11111		\$3,500.00	1.09							i	
N 14 KPHO 10	0/14/22	10/15/22	Sa News @ 5p	CM	5:00 PM-5:3	80 PM	1-	:30	1	\$1,350.0	00P-02	1.02 NM	1	\$1,350.00
			Sa News @ 5p										1	
(Program:			· ·	0	Data	D - 4'							i	
Start D Week: 10/10/		End Date 10/16/22	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$1,350.00	<u>Rating</u> 1.02							i	
N 15 KPHO 10				CM	6:00 PM-6:3		1_	:30	1	\$1 125 (	10 P-02	0.77 NM	1	\$1,125.00
1410 14110 16	0/1-/22	10/10/22	Sa News @ 6p	OW	0.001 10 0.0	70 T W	_	.00		ψ1,120.0	,01 0 <u>2</u>	0.77 14101	i '	ψ1,120.00
(Program:	CBS 5	NWS 6P)	0 1										i	
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							1	
Week: 10/10/		10/16/22	1-		\$1,125.00	0.77							i	
N 16 KPHO 10	0/14/22	10/15/22	Sa News @ 630p	CM	6:30 PM-7:0	00 PM	1-	:30	1	\$1,125.0	00P-02	0.91 NM	1	\$1,125.00
(Program:	CBS 5	NWS 630D	Sa News @ 630p										1	
Start D		End Date	Weekdays	Spots/Week	Rate	Rating							1	
Week: 10/10/		10/16/22	1-		\$1,125.00	0.91							1	
		10/16/22	Su News @ 530p	СМ	5:30 PM-6:0	00 PM	1	:30	1	\$2,250.0	0P-02	1.45 NM	1	\$2,250.00
			Su News @ 530p										1	
(Program:	CBS 5	NWS 530P	)										i	

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**KPHO** 

Order / Rev: 2590229

Advertiser: NRSC IE

Alt Order #: WOC13640467

Product Desc: AZ 2022

Flight Dates: 10/14/22 - 10/20/22

Estimate: 14662

In Ch. Start End. Inventory Code. Break Start/End Time. Days. Len Spots. Rate Pri. Rtg Type Spots.

Start Date   End Date   Meekdays   Spots/Week   Rate   Rating
N18 KPHO
MFF News @ 10p   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date
CProgram: AZ FAMILY NEWS AT 10P   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
Neek: 10/14/22   10/15/22   Sat News @ 10p
N 19 KPHO
Color   Colo
Program: SATURDAY NEWS AT 10P)   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Section   Ration   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Section   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Section   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Section   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Section   Start Date   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Section   Start Date   Start Date   Section
Week: 10/10/22   10/16/22  2-   2
N20 KPHO
Sun News @ 10p
Program: CBS 5 NEWS 10P - SUN
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
Week: 10/10/22         10/16/22        1         1 \$1,800.00         0.60           N21 KPHO 10/14/22 10/20/22 CBS Late Show CBS Late Show CBS Late Show CBS Late Show (Program: LATE SHOW - STEPHEN COLBERT)         CBS Late Show CBS College FB Today CBS Late Show CBS COLLEGE FB Today CBS Late Show CBS Late S
N21 KPHO 10/14/22 10/20/22 CBS Late Show CM 10:35 PM-11:38 PI11111 :30 5 \$1,950.00 P-02 0.63 NM 5 \$9,750.00 CBS Late Show (Program: LATE SHOW - STEPHEN COLBERT)    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
CBS Late Show   (Program: LATE SHOW - STEPHEN COLBERT)   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
Column   C
Start Date   End Date   Weekdays   11111-   5 \$1,950.00   0.63
Week: 10/14/22       10/20/22       11111       5 \$1,950.00       0.63         N22 KPHO 10/14/22 10/15/22 CBS College FB Today CM CBS College FB Today       12:00 PM-12:30 PI1-       :30       1 \$1,000.00 P-02 0.97 NM         CBS COLLEGE FTBL TODAY -2022 (2))         Start Date End Date Weekdays Spots/Week Rate Rating         Week: 10/10/22 10/16/221 1 \$1,000.00 0.97         N23 KPHO 10/14/22 10/15/22 CBS PGA Golf CM 12:30 PM-4:00 PM1 :30 1 \$4,500.00 P-02 1.90 NM         CBS PGA Golf (12:30 PM-4:00 PM)         (Program: COLLEGE FOOTBALL - 2022)         Start Date End Date Weekdays Spots/Week Rate Rating
N22 KPHO 10/14/22 10/15/22 CBS College FB Today CM       12:00 PM-12:30 PI1       :30       1 \$1,000.00 P-02 0.97 NM         CBS College FB Today         (Program: CBS COLLEGE FTBL TODAY -2022 (2))         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 10/10/22       10/16/22      1-       1 \$1,000.00       0.97         N23 KPHO       10/14/22       10/15/22       CBS PGA Golf       CM       12:30 PM-4:00 PM1-       :30       1 \$4,500.00P-02       1.90 NM       1 \$4,500.00         CBS PGA Golf       (12:30 PM-4:00 PM)       (Program: COLLEGE FOOTBALL - 2022)       (12:30 PM-4:00 PM)       Rate       Rating
CBS College FB Today (Program: CBS COLLEGE FTBL TODAY -2022 (2))  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/10/22 10/16/221- 1 \$1,000.00 0.97  N23 KPHO 10/14/22 10/15/22 CBS PGA Golf CM 12:30 PM-4:00 PM1- :30 1 \$4,500.00 P-02 1.90 NM 1 \$4,500.00 CBS PGA Golf (12:30 PM-4:00 PM) (Program: COLLEGE FOOTBALL - 2022) Start Date End Date Weekdays Spots/Week Rate Rating
Start Date   End Date   Weekdays   Weekdays   Spots/Week   Rate   Rating
Week: 10/10/22       10/16/22      1-       1 \$1,000.00       0.97         N23 KPHO 10/14/22 10/15/22 CBS PGA Golf (12:30 PM-4:00 PM)       1 \$4,500.00 P-02 1.90 NM       1 \$4,500.00 P-02 1.90 NM         (Program: COLLEGE FOOTBALL - 2022)       Start Date End Date Weekdays Spots/Week Rate Rating       Rate Rating
N23 KPHO 10/14/22 10/15/22 CBS PGA Golf CM 12:30 PM-4:00 PM1- :30 1 \$4,500.00 P-02 1.90 NM 1 \$4,500.00 Program: COLLEGE FOOTBALL - 2022)  Start Date End Date Weekdays Spots/Week Rate Rating
CBS PGA Golf (12:30 PM-4:00 PM) (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>
(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>
Start Date End Date Weekdays Spots/Week Rate Rating
N24 KPHO 10/14/22 10/16/22 CBS NFL RS Early Gam@M 10:00 AM-1:30 PM1 :30 1\$21,000.00P-02 6.00 NM 1 \$21,000.00
CBS NFL RS Early Game  CBS NFL RS Early Game
(Program: CBS NFL FOOTBALL AM GM)
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/10/22 10/16/221 1\$21,000.00 6.00
N 25 KPHO 10/14/22 10/16/22 CBS NFL RS Late Gam€M 1:00 PM-4:30 PM2 :30 2\$22,000.00 P-02 9.50 NM 2 \$44,000.00
CBS NFL RS Late Game
(Program: CBS NFL FOOTBALL PM GM)
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/10/22 10/16/222 2\$22,000.00 9.50
N 26 KPHO 10/14/22 10/16/22 AZ Family Post Game CM 4:30 PM-5:30 PM2 :30 2 \$2,500.00 P-02 2.00 NM 2 \$5,000.00
AZ Family Post Game (Program: AZ FAMILY POST SHOW)
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/10/22