Rep Order# 6833266 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/17/2012 8:13 AM
EC'd Yes **Last Received:** 07/16/2012 11:42 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1391
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1391
Flight Dates 07/24/2012 - 07/30/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 58,960.00
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	9A-10A	TODAY SHOW 2	:60	$700.00	07/24-07/27	3	1	3	$2,100.00	
	2	TU-F	10A-11A	TODAY SHOW 3	:60	$600.00	07/24-07/27	3	1	3	$1,800.00	
	3	TU-F	4P-5P	ANDERSON COOPER	:60	$500.00	07/24-07/27	4	1	4	$2,000.00	
	4	TU-F	5A-6A	WAVY NEWS 10 @ SUNRISE	:60	$700.00	07/24-07/27	3	1	3	$2,100.00	
	5	TU-F	6A-7A	WAVY NEWS 10 TODAY	:60	$1,100.00	07/24-07/27	2	1	2	$2,200.00	
	6	TU-F	7A-9A	TODAY SHOW	:60	$1,100.00	07/24-07/27	3	1	3	$3,300.00	
	7	TU-F	430A-459A	WAVY NEWS 10 EARLY MORNING	:60	$120.00	07/24-07/27	3	1	3	$360.00	
	11	SU	6A-7A	WAVY NEWS 10 SUNDAY EARLY MORNING	:60	$600.00	07/29-07/29	1	1	1	$600.00	
	14	TU-F	5P-530P	WAVY NEWS 10 @ 5PM	:60	$1,400.00	07/24-07/27	2	1	2	$2,800.00	
	15	TU-F	530P-6P	WAVY NEWS 10 @ 530PM	:60	$1,400.00	07/24-07/27	2	1	2	$2,800.00	
	16	TU-F	6P-630P	WAVY NEWS 10 @ 6PM	:60	$2,000.00	07/24-07/27	2	1	2	$4,000.00	

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	17	TU-F	1135P-1235A	THE TONIGHT SHOW	:60	$700.00	07/24-07/27	3	1	3	$2,100.00	
	18	TU-F	1235A-135A	JIMMY FALLON	:60	$200.00	07/24-07/27	3	1	3	$600.00	
	20	TU-F	11P-1135P	WAVY NEWS 10 @ 11PM	:60	$1,600.00	07/24-07/27	3	1	3	$4,800.00	
	23	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:60	$1,400.00	07/24-07/27	1	1	1	$1,400.00	
	29	M	7A-10A	OLYMPICS TODAY SHOW	:60	$2,000.00	07/30-07/30	1	1	1	$2,000.00	
	30	M	8P-12A	SUMMER OLYMPICS PRIME	:60	$8,000.00	07/30-07/30	2	1	2	$16,000.00	
	31	M	5A-6A	WAVY NEWS 10 @ SUNRISE	:60	$700.00	07/30-07/30	1	1	1	$700.00	
	32	M	6A-7A	WAVY NEWS 10 TODAY	:60	$1,100.00	07/30-07/30	1	1	1	$1,100.00	
	33	M	5P-530P	WAVY NEWS 10 @ 5PM	:60	$1,400.00	07/30-07/30	1	1	1	$1,400.00	
	34	M	530P-6P	WAVY NEWS 10 @ 530PM	:60	$1,400.00	07/30-07/30	1	1	1	$1,400.00	
	35	M	6P-630P	WAVY NEWS 10 @ 6PM	:60	$2,000.00	07/30-07/30	1	1	1	$2,000.00	
	36	M	7P-730P	ENTERTAINMENT TONIGHT	:60	$1,400.00	07/30-07/30	1	1	1	$1,400.00	

--REPORT TOTALS---

Report Totals: 47 / $58,960.00

--SALES MONTHLY TOTALS--

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Salesperson ( ) ANJIE BRADY

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Salesperson FAX# 215-567-5938

Jul 12: 38 / $32,960.00 Aug 12: 9 / $26,000.00

Sales Totals: 47 / $58,960.00

Station Totals: 47 / $58,960.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$168,457	CATV	0%	WAVY	35%	WGNT	2%	WPXV	0%	WTKR	21%		
		WTVZ	4%	WVBT	20%	WVEC	18%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE