EC'd Yes **Last Received:** 07/30/2012 10:07 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA 60S
Estimate# 1520
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	7A-10A	2012 OLYMPICS TODAY SHOW	:60	$2,000.00	07/31-08/03	1	1	1	$2,000.00	
	2	TU-SU	8P-12A	2012 SUMMER OLYMPICS	:60	$7,000.00	07/31-08/05	4	1	4	$28,000.00	
	3	M	7A-10A	2012 OLYMPICS TODAY SHOW	:60	$2,000.00	08/06-08/06	1	1	1	$2,000.00	
	4	M	8P-12A	2012 SUMMER OLYMPICS	:60	$7,000.00	08/06-08/06	1	1	1	$7,000.00	

--REPORT TOTALS---

Report Totals: 7 / $39,000.00

--SALES MONTHLY TOTALS--

Aug 12: 7 / $39,000.00

Sales Totals: 7 / $39,000.00

Station Totals: 7 / $39,000.00

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

--COMPETITIVE---

Market Totals	$56,522	CATV	0%	WAVY	69%	WGNT	4%	WPXV	0%	WTKR	14%		
		WTVZ	2%	WVBT	10%	WVEC	1%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---

CASH IN ADVANCE