Rep Order# 6837443 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 08/02/2012 2:18 PM
EC'd Yes **Last Received:** 08/01/2012 4:02 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .DNC/OBAMA FOR AMERI
Product DNC/BARACK OBAMA
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=*

-- REMARKS --

VER3 ISSUE REVISE ADVT/PRODUCT
REVISE DAYS/DATES IN LNS 1-2
CXL LNS 3-4;MKGD ON LNS 5-6
TOTAL REMAINS 39,000
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TU-TH	7A-10A	2012 OLYMPICS TODAY SHOW	:60	$2,000.00	07/31-08/02	1	1	1	$2,000.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*2	TU-TH	8P-12A	2012 SUMMER OLYMPICS	:60	$7,000.00	07/31-08/02	4	1	4	$28,000.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*3	M	7A-10A	2012 OLYMPICS TODAY SHOW	:60	$2,000.00	08/06-08/06	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*4	M	8P-12A	2012 SUMMER OLYMPICS	:60	$7,000.00	08/06-08/06	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*5	TU-TH	7A-10A	2012 OLYMPICS TODAY SHOW	:60	$2,000.00	07/31-08/02	1	1	1	$2,000.00	
		Buyline Comment: MKGD FROM LN 3										
		Sales Remark: V3 MKGD FROM LN 3										
		V3 Added										
	*6	TU-TH	8P-12A	2012 SUMMER OLYMPICS	:60	$7,000.00	07/31-08/02	1	1	1	$7,000.00	
		Buyline Comment: MKGD FROM LN 4										
		Sales Remark: V3 MKGD FROM LN 4										
		V3 Added										

---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+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

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--- CREDIT RISK ---

CASH IN ADVANCE