Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1537
Buyer DAN NAGELBERG
Phone#
Fax#

Agency ( ) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/02/2012 - 10/15/2012
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 --

VER 3 ISSUE REVISED FLIGHT DATE
ADD TO SKED LNS 66-133
REVISED TOTAL 136,800
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*66	TU-F	9A-10A		:30	$300.00	10/09-10/12	4	1	4	$1,200.00	
				Buyline Comment: TODAY SHOW 2 ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*67	M	9A-10A		:30	$300.00	10/15-10/15	1	1	1	$300.00	
				Buyline Comment: TODAY SHOW 2 ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*68	TU-F	10A-11A		:30	$125.00	10/09-10/12	4	1	4	$500.00	
				Buyline Comment: TODAY SHOW 3 ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*69	M	10A-11A		:30	$125.00	10/15-10/15	1	1	1	$125.00	
				Buyline Comment: TODAY SHOW 3 ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

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	*70	TU-F	11A-12P		:30	$50.00	10/09-10/12	4	1	4	$200.00	
		Buyline Comment: HAMPTON ROADS SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*71	M	11A-12P		:30	$50.00	10/15-10/15	1	1	1	$50.00	
		Buyline Comment: HAMPTON ROADS SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*72	TU-F	12P-1P		:30	$75.00	10/09-10/12	4	1	4	$300.00	
		Buyline Comment: NEWS AT NOON ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*73	M	12P-1P		:30	$75.00	10/15-10/15	1	1	1	$75.00	
		Buyline Comment: NEWS AT NOON ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*74	TU-F	1P-2P		:30	$300.00	10/09-10/12	4	1	4	$1,200.00	
		Buyline Comment: DAYS OF OUR LIVES ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*75	M	1P-2P		:30	$300.00	10/15-10/15	1	1	1	$300.00	
		Buyline Comment: DAYS OF OUR LIVES ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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	*76	TU-F	2P-3P		:30	$50.00	10/09-10/12	4	1	4	$200.00	
		Buyline Comment: THE DOCTORS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*77	M	2P-3P		:30	$50.00	10/15-10/15	1	1	1	$50.00	
		Buyline Comment: THE DOCTORS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*78	TU-F	3P-4P		:30	$100.00	10/09-10/12	4	1	4	$400.00	
		Buyline Comment: MAURY POVICH ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*79	M	3P-4P		:30	$100.00	10/15-10/15	1	1	1	$100.00	
		Buyline Comment: MAURY POVICH ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*80	TU-F	4P-5P		:30	$125.00	10/09-10/12	4	1	4	$500.00	
		Buyline Comment: ANDERSON COOPER ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*81	M	4P-5P		:30	$125.00	10/15-10/15	1	1	1	$125.00	
		Buyline Comment: ANDERSON COOPER ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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	*82	TU-F	5A-6A		:30	$300.00	10/09-10/12	4	1	4	$1,200.00	
		Buyline Comment: EARLY AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*83	M	5A-6A		:30	$300.00	10/15-10/15	1	1	1	$300.00	
		Buyline Comment: EARLY AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*84	TU-F	6A-7A		:30	$700.00	10/09-10/12	4	1	4	$2,800.00	
		Buyline Comment: AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*85	M	6A-7A		:30	$700.00	10/15-10/15	1	1	1	$700.00	
		Buyline Comment: AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*86	TU-F	7A-9A		:30	$700.00	10/09-10/12	8	1	8	$5,600.00	
		Buyline Comment: TODAY SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*87	M	7A-9A		:30	$700.00	10/15-10/15	2	1	2	$1,400.00	
		Buyline Comment: TODAY SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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	*88	SA	6A-7A		:30	$200.00	10/13-10/13	2	1	2	$400.00	
		Buyline Comment: SAT EARLY AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*89	SA	7A-8A		:30	$250.00	10/13-10/13	2	1	2	$500.00	
		Buyline Comment: SAT AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*90	SA	8A-10A		:30	$300.00	10/13-10/13	2	1	2	$600.00	
		Buyline Comment: SAT TODAY SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*91	SU	6A-7A		:30	$75.00	10/14-10/14	2	1	2	$150.00	
		Buyline Comment: SUN EARLY AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*92	SU	7A-8A		:30	$200.00	10/14-10/14	2	1	2	$400.00	
		Buyline Comment: SUN AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*93	SU	8A-9A		:30	$500.00	10/14-10/14	2	1	2	$1,000.00	
		Buyline Comment: SUN TODAY SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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	*94	SU	9A-10A		:30	$1,200.00	10/14-10/14	1	1	1	$1,200.00	
		Buyline Comment: MEET THE PRESS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*95	TU-F	5P-530P		:30	$700.00	10/09-10/12	4	1	4	$2,800.00	
		Buyline Comment: 5P NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*96	M	5P-530P		:30	$700.00	10/15-10/15	1	1	1	$700.00	
		Buyline Comment: 5P NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*97	TU-F	530P-6P		:30	$700.00	10/09-10/12	4	1	4	$2,800.00	
		Buyline Comment: 530P NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*98	M	530P-6P		:30	$700.00	10/15-10/15	1	1	1	$700.00	
		Buyline Comment: 530P NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*99	TU-F	6P-630P		:30	$800.00	10/09-10/12	4	1	4	$3,200.00	
		Buyline Comment: 6P NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*100	M	6P-630P		:30	$800.00	10/15-10/15	1	1	1	$800.00	
		Buyline Comment: 6P NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*101	SU	6P-7P		:30	$300.00	10/14-10/14	2	1	2	$600.00	
		Buyline Comment: SUNDAY 6P NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*102	TU-F	1135P-1235A		:30	$300.00	10/09-10/12	4	1	4	$1,200.00	
		Buyline Comment: TONIGHT SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*103	M	1135P-1235A		:30	$300.00	10/15-10/15	1	1	1	$300.00	
		Buyline Comment: TONIGHT SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*104	SA	1130P-1A		:30	$600.00	10/13-10/13	2	1	2	$1,200.00	
		Buyline Comment: SNL ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*105	SU	1130P-12A		:30	$800.00	10/14-10/14	1	1	1	$800.00	
		Buyline Comment: SUNDAY LATE NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*106	TU-F	11P-1135P		:30	$500.00	10/09-10/12	4	1	4	$2,000.00	
				Buyline Comment: LATE NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*107	M	11P-1135P		:30	$500.00	10/15-10/15	1	1	1	$500.00	
				Buyline Comment: LATE NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*108	SA	11P-1130P		:30	$800.00	10/13-10/13	1	1	1	$800.00	
				Buyline Comment: SATURDAY LATE NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*109	TU-F	7P-730P		:30	$300.00	10/09-10/12	4	1	4	$1,200.00	
				Buyline Comment: ENT TONIGHT ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*110	M	7P-730P		:30	$300.00	10/15-10/15	1	1	1	$300.00	
				Buyline Comment: ENT TONIGHT ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*111	TU-F	730P-8P		:30	$300.00	10/09-10/12	4	1	4	$1,200.00	
				Buyline Comment: ACCESS HOLLYWOOD ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

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	*112	M	730P-8P		:30	$300.00	10/15-10/15	1	1	1	$300.00	
		Buyline Comment: ACCESS HOLLYWOOD ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*113	SA	7P-8P		:30	$175.00	10/13-10/13	2	1	2	$350.00	
		Buyline Comment: ENTERTAINMENT THIS WEEK ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*114	M	8P-10P		:30	$2,200.00	10/15-10/15	2	1	2	$4,400.00	
		Buyline Comment: THE VOICE ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*115	TU	8P-9P		:30	$1,200.00	10/09-10/09	2	1	2	$2,400.00	
		Buyline Comment: THE VOICE ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*116	TU	9P-10P		:30	$600.00	10/09-10/09	2	1	2	$1,200.00	
		Buyline Comment: GO ON/THE NEW NORMAL ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*117	TU	10P-11P		:30	$700.00	10/09-10/09	1	1	1	$700.00	
		Buyline Comment: PARENTHOOD ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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	*118	W	8P-9P		:30	$500.00	10/10-10/10	1	1	1	$500.00	
				Buyline Comment: ANIMAL PRACTICE/GUYS WITH KIDS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*119	W	9P-10P		:30	$800.00	10/10-10/10	1	1	1	$800.00	
				Buyline Comment: LAW AND ORDER SVU ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*120	W	10P-11P		:30	$800.00	10/10-10/10	1	1	1	$800.00	
				Buyline Comment: CHICAGO FIRE ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*121	F	8P-9P		:30	$400.00	10/12-10/12	2	1	2	$800.00	
				Buyline Comment: GRIMM ENCORE ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*122	F	9P-10P		:30	$1,800.00	10/12-10/12	1	1	1	$1,800.00	
				Buyline Comment: GRIMM ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*123	F	10P-11P		:30	$500.00	10/12-10/12	1	1	1	$500.00	
				Buyline Comment: DATELINE ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

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	*124	SA	330P-7P		:30	$300.00	10/13-10/13	2	1	2	$600.00	
			Buyline Comment: NOTRE DAME FOOTBALL ADD TO SKED									
		Sales Remark:		V3 ADD TO SKED								
		V3 Added										
	*125	SU	815P-1130P		:30	$2,500.00	10/14-10/14	3	1	3	$7,500.00	
			Buyline Comment: SUNDAY NIGHT FOOTBALL ADD TO SKED									
		Sales Remark:		V3 ADD TO SKED								
		V3 Added										
	*126	SU	7P-815P		:30	$700.00	10/14-10/14	1	1	1	$700.00	
			Buyline Comment: FOOTBALL NIGHT IN AMREICA ADD TO SKED									
		Sales Remark:		V3 ADD TO SKED								
		V3 Added										
	*127	TH	8P-9P		:30	$500.00	10/11-10/11	1	1	1	$500.00	
			Buyline Comment: 30 ROCK/UP ALL NIGHT ADD TO SKED									
		Sales Remark:		V3 ADD TO SKED								
		V3 Added										
	*128	M	10P-11P		:30	$500.00	10/15-10/15	1	1	1	$500.00	
			Buyline Comment: REVOLUTION ADD TO SKED									
		Sales Remark:		V3 ADD TO SKED								
		V3 Added										
	*129	SA	8P-9P		:30	$300.00	10/13-10/13	1	1	1	$300.00	
			Buyline Comment: REVOLUTION ENCORE ADD TO SKED									
		Sales Remark:		V3 ADD TO SKED								
		V3 Added										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*130	SA	9P-10P		:30	$300.00	10/13-10/13	1	1	1	$300.00	
		Buyline Comment: CHICAGO FIRE ENCORE ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*131	SA	10P-11P		:30	$300.00	10/13-10/13	1	1	1	$300.00	
		Buyline Comment: LAW AND OREDER SVU ENCORE ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*132	TU-F	430A-459A		:30	$40.00	10/09-10/12	4	1	4	$160.00	
		Buyline Comment: WAVY NEWS AT 430A ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*133	M	135P-105A		:30	$15.00	10/15-10/15	1	1	1	$15.00	
		Buyline Comment: CARSON DAILY ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

--REPORT TOTALS---

Report Totals: 146 / $68,400.00

--SALES MONTHLY TOTALS--

Oct 12: 289 / $136,800.00

Sales Totals: 289 / $136,800.00

Station Totals: 289 / $136,800.00

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

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1537
Buyer DAN NAGELBERG
Phone#
Fax#

Agency ( ) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/02/2012 - 10/15/2012
Hiatus Weeks

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

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

--COMPETITIVE---

Market Totals	$427,500	CATV	0%	WAVY	32%	WGNT	3%	WPXV	0%	WTKR	14%
		WTVZ	7%	WVBT	23%	WVEC	21%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---

CASH IN ADVANCE