EC'd Yes **Last Received:** 05/08/2012 7:05 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1172
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1172
Flight Dates 05/08/2012 - 06/04/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	9A-10A	TODAY SHOW 2	:30	$250.00	05/14-06/01	8	3	24	$6,000.00	
		Buyline Comment: REVISE DAYS/DATES										
	2	M-F	10A-11A	TODAY SHOW 3	:30	$150.00	05/14-06/01	8	3	24	$3,600.00	
		Buyline Comment: REVISE DAYS/DATES										
	3	M-F	12P-1P	WAVY NEWS 10 @ NOON	:30	$125.00	05/14-06/01	5	3	15	$1,875.00	
		Buyline Comment: REVISE DAYS/DATES										
	4	M-F	1P-2P	DAYS OF OUR LIVES	:30	$150.00	05/21-06/01	5	2	10	$1,500.00	
		Buyline Comment: REVISE DAYS/DATES										
	5	M-F	4P-5P	ANDERSON COOPER	:30	$150.00	05/21-06/01	5	2	10	$1,500.00	
		Buyline Comment: REVISE DAYS/DATES										
	6	M-F	5A-6A	WAVY NEWS 10 @ SUNRISE	:30	$350.00	05/21-06/01	5	2	10	$3,500.00	
		Buyline Comment: REVISE DAYS/DATES;REVISE RATE TO CLEAR										
	7	M-F	6A-7A	WAVY NEWS 10 TODAY	:30	$700.00	05/14-06/01	5	3	15	$10,500.00	
		Buyline Comment: REVISE DAYS/DATES										
	8	M-F	7A-9A	TODAY SHOW	:30	$700.00	05/14-06/01	5	3	15	$10,500.00	
		Buyline Comment: REVISE DAYS/DATES;REVISE RATE TO CLEAR										
	9	SA	6A-7A	WAVY NEWS 10 SATURDAY EARLY MORNIN	:30	$200.00	05/12-06/02	1	4	4	$800.00	
	10	SA	7A-8A	WAVY NEWS 10 SATURDAY MORNING	:30	$300.00	05/12-06/02	1	4	4	$1,200.00	

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	11	SA	8A-10A	SATURDAY TODAY SHOW	:30	$400.00	05/26-06/02	1	2	2	$800.00	
	12	SU	6A-7A	WAVY NEWS 10 SUNDAY EARLY MORNING	:30	$200.00	06/03-06/03	1	1	1	$200.00	
	13	SU	7A-8A	WAVY NEWS 10 SUNDAY MORNING	:30	$300.00	05/27-06/03	1	2	2	$600.00	
	14	SU	8A-9A	SUNDAY TODAY SHOW	:30	$450.00	05/13-06/03	1	4	4	$1,800.00	
	15	SU	9A-10A	MEET THE PRESS	:30	$400.00	05/13-06/03	1	4	4	$1,600.00	
	16	M-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	$375.00	05/21-06/01	5	2	10	$3,750.00	
				Buyline Comment: REVISE DAYS/DATES								
	17	M-F	530P-6P	WAVY NEWS 10 @ 530PM	:30	$450.00	05/14-06/01	5	3	15	$6,750.00	
				Buyline Comment: REVISE DAYS/DATES								
	18	M-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$700.00	05/14-06/01	5	3	15	$10,500.00	
				Buyline Comment: REVISE DAYS/DATES;REVISE RATE TO CLEAR								
	19	M-F	630P-7P	NBC NIGHTLY NEWS	:30	$1,200.00	05/14-06/01	5	3	15	$18,000.00	
				Buyline Comment: REVISE DAYS/DATES								
	20	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	$350.00	05/12-05/19	0	2	0	$700.00	
							05/26-06/02	1	2	2		
				Buyline Comment: CXL 5/12 & 5/19 DUE NA DUE SPORTS								
	21	SU	6P-7P	WAVY NEWS 10 SUNDAY @ 6PM	:30	$250.00	05/13-05/13	0	1	0	$750.00	
							05/20-06/03	1	3	3		
				Buyline Comment: CXL SPOT NA 5/13 DUE SPORTS								
	22	M-F	1135P-1235A	THE TONIGHT SHOW	:30	$150.00	05/28-06/01	5	1	5	$750.00	
				Buyline Comment: REVISE DAYS/DATES								

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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	23	M-F	1235A-135A	JIMMY FALLON	:30	$75.00	05/28-06/01	5	1	5	$375.00	
			Buyline Comment: REVISE DAYS/DATES									
	24	M-F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$500.00	05/14-06/01	5	3	15	$7,500.00	
			Buyline Comment: REVISE DAYS/DATES;REVISE RATE TO CLEAR									
	25	SU	11P-1130P	WAVY NEWS 10 SUNDAY @ 11PM	:30	$500.00	05/13-06/03	1	4	4	$2,000.00	
			Buyline Comment: REVISE RATE TO CLEAR									
	26	M	8P-9P	AM GOT TALENT	:30	$1,200.00	05/21-06/04	1	3	3	$3,600.00	
	27	F	9A-10A	TODAY SHOW 2	:30	$250.00	05/11-05/11	2	1	2	$500.00	
			Buyline Comment: REBUY FROM LN 1									
	28	M	9A-10A	TODAY SHOW 2	:30	$250.00	06/04-06/04	2	1	2	$500.00	
			Buyline Comment: REBUY FROM LN 1									
	29	F	10A-11A	TODAY SHOW 3	:30	$150.00	05/11-05/11	2	1	2	$300.00	
			Buyline Comment: REBUY FROM LN 2									
	30	M	10A-11A	TODAY SHOW 3	:30	$150.00	06/04-06/04	2	1	2	$300.00	
			Buyline Comment: REBUY FROM LN 2									
	31	F	12P-1P	WAVY NEWS 10 @ NOON	:30	$125.00	05/11-05/11	1	1	1	$125.00	
			Buyline Comment: REBUY FROM LN 3									
	32	M	12P-1P	WAVY NEWS 10 @ NOON	:30	$125.00	06/04-06/04	1	1	1	$125.00	
			Buyline Comment: REBUY FROM LN 3									
	33	F	6A-7A	WAVY NEWS 10 TODAY	:30	$700.00	05/11-05/11	1	1	1	$700.00	
			Buyline Comment: REBUY FROM LN 7									

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	34	M	6A-7A	WAVY NEWS 10 TODAY	:30	$700.00	06/04-06/04	1	1	1	$700.00	
			Buyline Comment: REBUY FROM LN 7									
	35	F	7A-9A	TODAY SHOW	:30	$700.00	05/11-05/11	1	1	1	$700.00	
			Buyline Comment: REBUY FROM LN 8									
	36	M	7A-9A	TODAY SHOW	:30	$700.00	06/04-06/04	1	1	1	$700.00	
			Buyline Comment: REBUY FROM LN 8									
	37	F	530P-6P	WAVY NEWS 10 @ 530PM	:30	$450.00	05/11-05/11	1	1	1	$450.00	
			Buyline Comment: REBUY FROM LN 17									
	38	M	530P-6P	WAVY NEWS 10 @ 530PM	:30	$450.00	06/04-06/04	1	1	1	$450.00	
			Buyline Comment: REBUY FROM LN 17									
	39	F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$700.00	05/11-05/11	1	1	1	$700.00	
			Buyline Comment: REBUY FROM LN 18									
	40	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	$700.00	06/04-06/04	1	1	1	$700.00	
			Buyline Comment: REBUY FROM LN 18									
	41	F	630P-7P	NBC NIGHTLY NEWS	:30	$1,200.00	05/11-05/11	1	1	1	$1,200.00	
			Buyline Comment: REBUY FROM LN 19									
	42	M	630P-7P	NBC NIGHTLY NEWS	:30	$1,200.00	06/04-06/04	1	1	1	$1,200.00	
			Buyline Comment: REBUY FROM LN 19									
	43	F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$500.00	05/11-05/11	1	1	1	$500.00	
			Buyline Comment: REBUY FROM LN 24									
	44	M	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$500.00	06/04-06/04	1	1	1	$500.00	
			Buyline Comment: REBUY FROM LN 24									

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--REPORT TOTALS---

Report Totals: 258 / $111,000.00

--SALES MONTHLY TOTALS--

May 12: 154 / $68,750.00 Jun 12: 104 / $42,250.00

Sales Totals: 258 / $111,000.00

Station Totals: 258 / $111,000.00

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

--COMPETITIVE---

Market Totals	$292,105	CATV	0%	WAVY	38%	WGNT	2%	WPXV	0%	WTKR	21%
		WTVZ	0%	WVBT	1%	WVEC	38%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIAMTED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE