**EC'd** Yes **Last Received:** 05/17/2012 4:34 PM

**Showing Buylines:** All Lines

**Station** WAVY-TV NORFOLK, VA.
**Advertiser** ( ) .OBAMA FOR AMERICA
**Product** BARACK OBAMA
**Estimate#** 1143
**Buyer** Dan Nagelberg
**Phone#**
**Fax#**

**Agency** ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
**Agency C/P1/P2/E** 95/101/1143
**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 | TU-F,M | 9A-10A | TODAY SHOW 2 | :60 | $500.00 | 05/08-06/04 | 2 | 4 | 8 | $4,000.00 | |
| | 2 | TU-F,M | 10A-11A | TODAY SHOW 3 | :60 | $300.00 | 05/08-05/14 | 2 | 1 | 2 | $600.00 | |
| | 3 | TU-F,M | 12P-1P | WAVY NEWS 10 @ NOON | :60 | $250.00 | 05/08-05/14 | 2 | 1 | 2 | $500.00 | |
| | 4 | TU-F,M | 6A-7A | WAVY NEWS 10 TODAY | :60 | $1,400.00 | 05/08-05/14 | 2 | 1 | 2 | $2,800.00 | |
| | 5 | TU-F,M | 7A-9A | TODAY SHOW | :60 | $1,400.00 | 05/08-05/21 | 2 | 2 | 4 | $8,400.00 | |
| | | | | | | | 05/22-06/04 | 1 | 2 | 2 | | |
| | | Buyline Comment: REVISE RATE TO CLEAR | | | | | | | | | | |
| | 6 | SA | 6A-7A | WAVY NEWS 10 SATURDAY EARLY MORNIN | :60 | $400.00 | 05/12-05/12 | 1 | 1 | 1 | $400.00 | |
| | 7 | SA | 7A-8A | WAVY NEWS 10 SATURDAY MORNING | :60 | $600.00 | 05/12-05/12 | 1 | 1 | 1 | $600.00 | |
| | 8 | SU | 8A-9A | SUNDAY TODAY SHOW | :60 | $900.00 | 05/13-05/20 | 1 | 2 | 2 | $1,800.00 | |
| | 9 | SU | 9A-10A | MEET THE PRESS | :60 | $800.00 | 05/13-05/20 | 1 | 2 | 2 | $1,600.00 | |
| | 10 | TU-F,M | 530P-6P | WAVY NEWS 10 @ 530PM | :60 | $900.00 | 05/08-05/21 | 2 | 2 | 4 | $5,400.00 | |
| | | | | | | | 05/22-06/04 | 1 | 2 | 2 | | |
| | 11 | TU-F,M | 6P-630P | WAVY NEWS 10 @ 6PM | :60 | $1,400.00 | 05/08-05/21 | 2 | 2 | 4 | $8,400.00 | |
| | | | | | | | 05/22-06/04 | 1 | 2 | 2 | | |
| | | Buyline Comment: REVISE RATE TO CLEAR | | | | | | | | | | |
| | 12 | TU-F,M | 630P-7P | NBC NIGHTLY NEWS | :60 | $2,400.00 | 05/08-05/14 | 2 | 1 | 2 | $4,800.00 | |

**Station** WAVY-TV NORFOLK, VA.
**Advertiser** ( ) .OBAMA FOR AMERICA
**Product** BARACK OBAMA
**Estimate#** 1143
**Buyer** Dan Nagelberg
**Phone#**
**Fax#**

**Agency** ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
**Agency C/P1/P2/E** 95/101/1143
**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

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 13 | SA | 6P-630P | WAVY NEWS 10 SATURDAY @ 6PM | :60 | $700.00 | 05/12-05/12 | 0 | 0 | 0 | $0.00 | |
| | | | | Buyline Comment: CXL DUE N/A DUE GOLF | | | | | | | | |
| | 14 | SU | 6P-7P | WAVY NEWS 10 SUNDAY @ 6PM | :60 | $500.00 | 05/13-05/13 | 0 | 0 | 0 | $0.00 | |
| | | | | Buyline Comment: CXL DUE N/A DUE GOLF | | | | | | | | |
| | 15 | TU-F,M | 11P-1135P | WAVY NEWS 10 @ 11PM | :60 | $1,000.00 | 05/08-05/14 | 2 | 1 | 2 | $2,000.00 | |
| | | | | Buyline Comment: REVISE RATE TO CLEAR | | | | | | | | |
| | 16 | SU | 11P-1130P | WAVY NEWS 10 SUNDAY @ 11PM | :60 | $1,000.00 | 05/13-05/13 | 1 | 1 | 1 | $1,000.00 | |
| | | | | Buyline Comment: REVISE RATE TO CLEAR | | | | | | | | |
| | 17 | M | 8P-10P | AMERICA'S GOT TALENT PREMIER | :60 | $2,700.00 | 05/14-05/14 | 1 | 1 | 1 | $2,700.00 | |
| | | | | Buyline Comment: REVISE RATE PER STATION; REVISE PRGM | | | | | | | | |

**---REPORT TOTALS---**

Report Totals: 44 / $45,000.00

**---SALES MONTHLY TOTALS---**

May 12: 39 / $40,300.00 Jun 12: 5 / $4,700.00

Sales Totals: 44 / $45,000.00

Station Totals: 44 / $45,000.00

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

**---COMPETITIVE---**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Market Totals | $118,421 | CATV | 0% | WAVY | 38% | WGNT | 2% | WPXV | 0% | WTKR | 21% | | |
| | | WTVZ | 0% | WVBT | 1% | WVEC | 38% | | | | | | |

**---COMPETITIVE COMMENTS---**

COMPETITIVE IS ESTIMATED

**Station** WAVY-TV NORFOLK, VA.
**Advertiser** ( ) .OBAMA FOR AMERICA
**Product** BARACK OBAMA
**Estimate#** 1143
**Buyer** Dan Nagelberg
**Phone#**
**Fax#**

**Agency** ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
**Agency C/P1/P2/E** 95/101/1143
**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

Books NOV10, MAY11, ENOV11
Demos RA35+

**-- CREDIT RISK ---**
CASH IN ADVANCE