Rep Order# 6823606 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/12/2012 12:52 PM
EC'd No **Last Received:** 06/12/2012 12:20 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1319
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1319
Flight Dates 06/12/2012 - 07/02/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 122,250
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	9A-10A	TODAY SHOW 2	:30	$300.00	06/12-06/15	1	1	1	$2,700.00	
							06/19-06/29	4	2	8		
	2	TU-F	10A-11A	TODAY SHOW 3	:30	$250.00	06/12-06/15	1	1	1	$2,250.00	
							06/19-06/29	4	2	8		
	3	TU-F	12P-1P	WAVY NEWS 10 @ NOON	:30	$150.00	06/12-06/15	1	1	1	$1,350.00	
							06/19-06/29	4	2	8		
	4	TU-F	4P-5P	ANDERSON COOPER	:30	$250.00	06/12-06/15	2	1	2	$2,500.00	
							06/19-06/29	4	2	8		
	5	TU-F	6A-7A	WAVY NEWS 10 TODAY	:30	$1,000.00	06/12-06/15	1	1	1	$7,000.00	
							06/19-06/29	3	2	6		
	6	TU-F	7A-9A	TODAY SHOW	:30	$1,000.00	06/12-06/15	1	1	1	$7,000.00	
							06/19-06/29	3	2	6		
	7	SA	6A-7A	WAVY NEWS 10 SATURDAY EARLY MORNIN	:30	$350.00	06/23-06/30	1	2	2	$700.00	
	8	SA	7A-8A	WAVY NEWS 10 SATURDAY MORNING	:30	$400.00	06/16-06/30	1	3	3	$1,200.00	

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	9	SA	8A-10A	SATURDAY TODAY SHOW	:30	$600.00	06/23-06/30	1	2	2	$1,200.00	
	10	SU	6A-7A	WAVY NEWS 10 SUNDAY EARLY MORNING	:30	$350.00	06/24-07/01	1	2	2	$700.00	
	11	SU	7A-8A	WAVY NEWS 10 SUNDAY MORNING	:30	$400.00	06/24-07/01	1	2	2	$800.00	
	12	SU	8A-9A	SUNDAY TODAY SHOW	:30	$600.00	06/17-07/01	1	3	3	$1,800.00	
	13	SU	9A-10A	MEET THE PRESS	:30	$800.00	06/17-07/01	1	3	3	$2,400.00	
	14	TU-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	$800.00	06/19-06/29	1	2	2	$1,600.00	
	15	TU-F	530P-6P	WAVY NEWS 10 @ 530PM	:30	$800.00	06/12-06/15	1	1	1	$7,200.00	
							06/19-06/29	4	2	8		
	16	TU-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,200.00	06/12-06/15	1	1	1	$6,000.00	
							06/19-06/29	2	2	4		
	17	TU-F	630P-7P	NBC NIGHTLY NEWS	:30	$2,000.00	06/12-06/15	1	1	1	$10,000.00	
							06/19-06/29	2	2	4		
	18	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	$500.00	06/16-06/30	1	3	3	$1,500.00	
	19	SU	6P-7P	WAVY NEWS 10 SUNDAY @ 6PM	:30	$500.00	06/17-07/01	1	3	3	$1,500.00	
	20	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	$300.00	06/19-06/29	4	2	8	$2,400.00	
	21	TU-F	1235A-135A	JIMMY FALLON	:30	$100.00	06/19-06/29	4	2	8	$800.00	
	22	TU-F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$800.00	06/12-06/15	1	1	1	$7,200.00	
							06/19-06/29	4	2	8		

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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
	23	SA	11P-1130P	WAVY NEWS 10 SATURDAY @ 11PM	:30	$800.00	06/23-06/30	1	2	2	$1,600.00	
	24	SU	11P-1130P	WAVY NEWS 10 SUNDAY @ 11PM	:30	$800.00	06/17-07/01	1	3	3	$2,400.00	
	25	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:30	$600.00	06/19-06/29	7	2	14	$8,400.00	
	26	TU-F	730P-8P	THE INSIDER	:30	$500.00	06/19-06/29	2	2	4	$2,000.00	
	27	M	9P-10P	AMERICAN NINJA	:30	$700.00	06/25-07/02	1	2	2	$1,400.00	
	28	TU	8P-9P	TALTN ENCORES	:30	$1,200.00	06/19-06/26	1	2	2	$2,400.00	
	29	SU	7P-8P	DATELINE	:30	$800.00	06/24-07/01	1	2	2	$1,600.00	
	30	SU	8P-11P	AMERICA'S GOT TALENT ENCORES	:30	$400.00	06/24-07/01	1	2	2	$800.00	
	31	SA-SU	3P-5P	OLYMPIC TRIALS	:30	$250.00	06/23-06/24	4	1	4	$1,000.00	
	32	SA-SU	4P-10P	US OPEN GOLF	:30	$450.00	06/16-06/17	4	1	4	$1,800.00	
	33	SA-SU	8P-11P	OLYMPIC TRIALS	:30	$700.00	06/23-06/24	4	1	4	$2,800.00	
	34	M	9A-10A	TODAY SHOW 2	:30	$300.00	06/18-07/02	1	3	3	$900.00	
	35	M	10A-11A	TODAY SHOW 3	:30	$250.00	06/18-07/02	1	3	3	$750.00	
	36	M	12P-1P	WAVY NEWS 10 @ NOON	:30	$150.00	06/18-07/02	1	3	3	$450.00	
	37	M	4P-5P	ANDERSON COOPER	:30	$250.00	06/18-07/02	1	3	3	$750.00	
	38	M	6A-7A	WAVY NEWS 10 TODAY	:30	$1,000.00	06/18-07/02	1	3	3	$3,000.00	
	39	M	7A-9A	TODAY SHOW	:30	$1,000.00	06/18-07/02	1	3	3	$3,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	40	M	5P-530P	WAVY NEWS 10 @ 5PM	:30	$800.00	06/25-07/02	1	2	2	$1,600.00	
	41	M	530P-6P	WAVY NEWS 10 @ 530PM	:30	$800.00	06/25-07/02	1	2	2	$1,600.00	
	42	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,200.00	06/18-07/02	1	3	3	$3,600.00	
	43	M	630P-7P	NBC NIGHTLY NEWS	:30	$2,000.00	06/18-07/02	1	3	3	$6,000.00	
	44	M	1135P-1235A	THE TONIGHT SHOW	:30	$300.00	06/25-07/02	1	2	2	$600.00	
	45	M	1235A-135A	JIMMY FALLON	:30	$100.00	06/25-07/02	1	2	2	$200.00	
	46	M	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$800.00	06/25-07/02	1	2	2	$1,600.00	
	47	M	7P-730P	ENTERTAINMENT TONIGHT	:30	$600.00	06/25-07/02	1	2	2	$1,200.00	
	48	M	730P-8P	THE INSIDER	:30	$500.00	06/25-07/02	1	2	2	$1,000.00	

---REPORT TOTALS---

Report Totals: 201 / $122,250.00

---SALES MONTHLY TOTALS---

Jun 12: 103 / $62,050.00 Jul 12: 98 / $60,200.00

Sales Totals: 201 / $122,250.00

Station Totals: 201 / $122,250.00

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

---COMPETITIVE---

Market Totals $436,607 CATV 0% WAVY 28% WGNT 3% WPXV 0% WTKR 22%

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WTVZ 4% WVBT 7% WVEC 36%

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE