Rep Order# 6835020 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/20/2012 11:57 AM
EC'd No **Last Received:** 07/20/2012 11:47 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1492
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1492
Flight Dates 07/21/2012 - 08/03/2012
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 41,100
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	9A-10A	TODAY SHW2-NBC	:30	$350.00	07/23-08/03	4	2	8	$2,800.00	
	2	M-F	10A-11A	TODAY SHW3-NBC	:30	$300.00	07/23-08/03	4	2	8	$2,400.00	
	3	M-F	12P-1P	WAVY NEWS10-NN	:30	$150.00	07/23-08/03	2	2	4	$600.00	
	4	M-F	1P-2P	DAYS-OUR LIVES	:30	$250.00	07/23-08/03	3	2	6	$1,500.00	
	5	M-F	2P-3P	DOCTORS	:30	$125.00	07/23-08/03	4	2	8	$1,000.00	
	6	M-F	4P-5P	ANDERSON	:30	$250.00	07/23-08/03	4	2	8	$2,000.00	
	7	M-F	7A-9A	TODAY SHW	:30	$1,500.00	07/23-08/03	2	2	4	$6,000.00	
	8	M-F	5P-530P	WAVY NEWS10-5	:30	$900.00	07/23-08/03	2	2	4	$3,600.00	
	9	M-F	530P-6P	WAVY10NWS-5.30	:30	$900.00	07/23-08/03	2	2	4	$3,600.00	
	10	M-F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/23-08/03	1	2	2	$2,400.00	
	11	SA,M-F	630P-7P	NBC NITELY NWS<	:30	$2,500.00	07/21-08/03	1	2	2	$5,000.00	

Buyline Comment: 1X :30/DAY, NO :60S

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	M-F	11P-1135P	WAVY NEWS10-11<	:30	$1,200.00	07/23-08/03	2	2	4	$4,800.00	
	13	M-F	7P-730P	ENT TONIGHT 30	:30	$900.00	07/23-08/03	3	2	6	$5,400.00	

---REPORT TOTALS---

Report Totals: 68 / $41,100.00

---SALES MONTHLY TOTALS---

Jul 12: 34 / $20,550.00 Aug 12: 34 / $20,550.00

Sales Totals: 68 / $41,100.00

Station Totals: 68 / $41,100.00

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

---COMPETITIVE---

Market Totals	$111,081	CATV	0%	WAVY	37%	WGNT	3%	WPXV	0%	WTKR	29%
		WTVZ	3%	WVBT	9%	WVEC	19%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE