Rep Order# 6835020 **Ver#** 3 **Status** Revised **Traffic Order#**
EC'd No

Printed: 07/20/2012 3:09 PM
Last Received: 07/20/2012 3:09 PM
Showing Buylines: All Rep Revised 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 --

VER 3 ISSUE CXL W/O 7/30 IN LNS 1-7 DUE NA DUE OLYMPICS
IN LN 11 REVISE DAYS/DATES
IN LN 12 REVISE DAYS/DATES;CXL W/O 7/30 DUE NA DUE OLYMPICS
MKGDS FROM SPOTS N/A IN LNS 1-7 & 12 ARE ON LNS 14-17
TOTAL REMAINS 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	07/23-07/27	5	1	5	$1,750.00	
							07/30-08/03	0	1	0		
		Buyline Comment: CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										
	*2	M-F	10A-11A	TODAY SHW3-NBC	:30	$300.00	07/23-07/27	5	1	5	$1,500.00	
							07/30-08/03	0	1	0		
		Buyline Comment: CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										
	*3	M-F	12P-1P	WAVY NEWS10-NN	:30	$150.00	07/23-07/27	5	1	5	$750.00	
							07/30-08/03	0	1	0		
		Buyline Comment: CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										

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	*4	M-F	1P-2P	DAYS-OUR LIVES	:30	$250.00	07/23-07/27	5	1	5	$1,250.00	
							07/30-08/03	0	1	0		
		Buyline Comment: CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										
	*5	M-F	2P-3P	DOCTORS	:30	$125.00	07/23-07/27	5	1	5	$625.00	
							07/30-08/03	0	1	0		
		Buyline Comment: CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										
	*6	M-F	4P-5P	ANDERSON	:30	$250.00	07/23-07/27	5	1	5	$1,250.00	
							07/30-08/03	0	1	0		
		Buyline Comment: CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										
	*7	M-F	7A-9A	TODAY SHW	:30	$1,500.00	07/23-07/27	2	1	2	$3,000.00	
							07/30-08/03	0	1	0		
		Buyline Comment: CXL W/O 7/30 DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL W/O 7/30 DUE N/A DUE OLYMPICS.										
		V3 More than 2 codes changed										
	*11	M-F	630P-7P	NBC NITELY NWS<	:30	$2,500.00	07/23-08/03	2	2	4	$10,000.00	
		Buyline Comment: 1X :30/DAY, NO :60S REVISED DAYS/DATES										
		Sales Remark: V3 REVISED DAYS/DATES.										
		V3 More than 2 codes changed										
	*12	M-TH	11P-1135P	WAVY NEWS10-11<	:30	$1,200.00	07/23-07/26	2	1	2	$2,400.00	
							07/30-08/02	0	1	0		
		Buyline Comment: REVISE DAYS/DATES;CXL W/O 7/30 DUE OLYMPICS										
		Sales Remark: V3 REVISE DAYS/DATES;CXL W/O 7/30 DUE OLYMPICS										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*14	M-F	7A-10A	2012 OLYMPICS TODAY SHOW	:30	$1,000.00	07/30-08/03	1	1	1	$1,000.00	
		Buyline Comment: MKGD FROM SPOTS N/A IN LN'S 1-7 & 12										
		Sales Remark: V3 MKGD FROM SPOTS N/A IN LN'S 1-7 & 12										
		V3 Added										
	*15	M-F	12A-1235A	2012 OLYMPICS LATE NEWS	:30	$1,000.00	07/30-08/03	2	1	2	$2,000.00	
		Buyline Comment: MKGD FROM SPOTS N/A IN LN'S 1-7 & 12										
		Sales Remark: V3 MKGD FROM SPOTS N/A IN LN'S 1-7 & 12										
		V3 Added										
	*16	M-F	11A-12P	HAMPTON ROADS SHOW	:30	$75.00	07/23-07/27	5	1	5	$375.00	
		Buyline Comment: MKGD FROM SPOTS N/A IN LN'S 1-7 & 12										
		Sales Remark: V3 MKGD FROM SPOTS N/A IN LN'S 1-7 & 12										
		V3 Added										
	*17	M-F	1235A-135A	JIMMY FALLON	:30	$100.00	07/23-07/27	2	1	2	$200.00	
		Buyline Comment: MKGD FROM SPOTS N/A IN LN'S 1-7 & 12										
		Sales Remark: V3 MKGD FROM SPOTS N/A IN LN'S 1-7 & 12										
		V3 Added										

--REPORT TOTALS---

Report Totals: 48 / $26,100.00

--SALES MONTHLY TOTALS--

Jul 12: 51 / $25,600.00 Aug 12: 13 / $15,500.00

Sales Totals: 64 / $41,100.00

Station Totals: 64 / $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%				

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--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE