Rep Order# 6831244 **Ver#** 1 **Status** New **Traffic Order#**
EC'd Yes

Printed: 07/03/2012 10:48 AM
Last Received: 07/03/2012 10:43 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1389
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1389
Flight Dates 07/03/2012 - 07/23/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	9A-10A	TODAY SHOW 2	:30	$350.00	07/05-07/06	2	1	2	$700.00	
	2	TH-F	10A-11A	TODAY SHOW 3	:30	$300.00	07/05-07/06	2	1	2	$600.00	
	3	TH-F	11A-12P	THE HAMPTON ROADS SHOW	:30	$150.00	07/05-07/06	2	1	2	$300.00	
	4	TH-F	12P-1P	WAVY NEWS 10 @ NOON	:30	$150.00	07/05-07/06	2	1	2	$300.00	
	5	TH-F	1P-2P	DAYS OF OUR LIVES	:30	$250.00	07/05-07/06	2	1	2	$500.00	
	6	TH-F	2P-3P	THE DOCTORS	:30	$150.00	07/05-07/06	2	1	2	$300.00	
	7	TH-F	3P-4P	MAURY POVICH	:30	$250.00	07/05-07/06	2	1	2	$500.00	
	8	TH-F	4P-5P	ANDERSON COOPER	:30	$250.00	07/05-07/06	2	1	2	$500.00	
	9	TH-F	5A-6A	WAVY NEWS 10 @ SUNRISE	:30	$350.00	07/05-07/06	2	1	2	$700.00	
	10	TH-F	6A-7A	WAVY NEWS 10 TODAY	:30	$1,000.00	07/05-07/06	2	1	2	$2,000.00	
	11	TH-F	7A-9A	TODAY SHOW	:30	$1,000.00	07/05-07/06	2	1	2	$2,000.00	
	12	TH-F	430A-459A	WAVY NEWS 10 EARLY MORNING	:30	$75.00	07/05-07/06	2	1	2	$150.00	
	13	SA	6A-7A	WAVY NEWS 10 SATURDAY EARLY MORNIN	:30	$300.00	07/07-07/21	1	3	3	$900.00	
	14	SA	7A-8A	WAVY NEWS 10 SATURDAY MORNING	:30	$400.00	07/07-07/21	1	3	3	$1,200.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1389
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1389
Flight Dates 07/03/2012 - 07/23/2012
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
	15	SA	8A-10A	SATURDAY TODAY SHOW	:30	$650.00	07/14-07/21	1	2	2	$1,300.00	
	16	SU	6A-7A	WAVY NEWS 10 SUNDAY EARLY MORNING	:30	$300.00	07/08-07/22	1	3	3	$900.00	
	17	SU	7A-8A	WAVY NEWS 10 SUNDAY MORNING	:30	$400.00	07/08-07/22	1	3	3	$1,200.00	
	18	SU	8A-9A	SUNDAY TODAY SHOW	:30	$650.00	07/15-07/22	1	2	2	$1,300.00	
	19	SU	9A-10A	MEET THE PRESS	:30	$800.00	07/15-07/22	1	2	2	$1,600.00	
	20	TH-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	$700.00	07/05-07/06	2	1	2	$1,400.00	
	21	TH-F	530P-6P	WAVY NEWS 10 @ 530PM	:30	$700.00	07/05-07/06	2	1	2	$1,400.00	
	22	TH-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,000.00	07/05-07/06	2	1	2	$2,000.00	
	23	TH-F	630P-7P	NBC NIGHTLY NEWS	:30	$2,000.00	07/05-07/06	1	1	1	$2,000.00	
	24	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	$350.00	07/07-07/21	1	3	3	$1,050.00	
	25	SU	6P-7P	WAVY NEWS 10 SUNDAY @ 6PM	:30	$350.00	07/08-07/22	1	3	3	$1,050.00	
	26	TH-F	1135P-1235A	THE TONIGHT SHOW	:30	$350.00	07/05-07/06	2	1	2	$700.00	
	27	TH-F	1235A-135A	JIMMY FALLON	:30	$100.00	07/05-07/06	2	1	2	$200.00	
	28	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	$400.00	07/07-07/07	1	1	1	$800.00	
							07/21-07/21	1	1	1		
	29	TH-F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$800.00	07/05-07/06	2	1	2	$1,600.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1389
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1389
Flight Dates 07/03/2012 - 07/23/2012
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
	30	SA	11P-1130P	WAVY NEWS 10 SATURDAY @ 11PM	:30	$800.00	07/07-07/21	1	3	3	$2,400.00	
	31	SU	11P-1130P	WAVY NEWS 10 SUNDAY @ 11PM	:30	$800.00	07/08-07/22	1	3	3	$2,400.00	
	32	TH-F	7P-730P	ENTERTAINMENT TONIGHT	:30	$700.00	07/05-07/06	2	1	2	$1,400.00	
	33	TH-F	730P-8P	THE INSIDER	:30	$700.00	07/05-07/06	2	1	2	$1,400.00	
	34	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	$150.00	07/07-07/21	1	3	3	$450.00	
	35	M	8P-9P	FEAR FACTOR	:30	$800.00	07/09-07/16	1	2	2	$1,600.00	
	36	M	9P-10P	AMERICAN NINJA WARRIOR	:30	$800.00	07/09-07/16	1	2	2	$1,600.00	
	37	M	10P-11P	GRIMM	:30	$1,200.00	07/09-07/23	1	3	3	$3,600.00	
	38	TU	10P-11P	LOVE IN THE WILD	:30	$1,400.00	07/10-07/17	1	2	2	$2,800.00	
	39	W	8P-9P	BETTY WHITE'S OFF THEIR ROCKERS	:30	$900.00	07/11-07/18	1	2	2	$1,800.00	
	40	W	9P-10P	AMERICA'S GOT TALENT	:30	$2,500.00	07/11-07/18	1	2	2	$5,000.00	
	41	W	10P-11P	LAW & ORDER: SVU	:30	$1,400.00	07/11-07/18	1	2	2	$2,800.00	
	42	TH	10P-11P	ROCK CENTER NEWS W/BRIAN WILLIAMS	:30	$900.00	07/05-07/19	1	3	3	$2,700.00	
	43	F	9P-11P	DATELINE	:30	$800.00	07/06-07/20	1	3	3	$2,400.00	
	44	SU	7P-9P	DATELINE	:30	$700.00	07/08-07/22	1	3	3	$2,100.00	
	45	M-F	9A-10A	TODAY SHOW 2	:30	$350.00	07/09-07/20	4	2	8	$2,800.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1389
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1389
Flight Dates 07/03/2012 - 07/23/2012
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
	46	M	9A-10A	TODAY SHOW 2	:30	$350.00	07/23-07/23	1	1	1	$350.00	
	47	M-F	10A-11A	TODAY SHOW 3	:30	$300.00	07/09-07/20	4	2	8	$2,400.00	
	48	M	10A-11A	TODAY SHOW 3	:30	$300.00	07/23-07/23	1	1	1	$300.00	
	49	M-F	11A-12P	THE HAMPTON ROADS SHOW	:30	$150.00	07/09-07/20	4	2	8	$1,200.00	
	50	M	11A-12P	THE HAMPTON ROADS SHOW	:30	$150.00	07/23-07/23	1	1	1	$150.00	
	51	M-F	12P-1P	WAVY NEWS 10 @ NOON	:30	$150.00	07/09-07/20	4	2	8	$1,200.00	
	52	M	12P-1P	WAVY NEWS 10 @ NOON	:30	$150.00	07/23-07/23	1	1	1	$150.00	
	53	M-F	1P-2P	DAYS OF OUR LIVES	:30	$250.00	07/09-07/20	4	2	8	$2,000.00	
	54	M	1P-2P	DAYS OF OUR LIVES	:30	$250.00	07/23-07/23	1	1	1	$250.00	
	55	M-F	2P-3P	THE DOCTORS	:30	$150.00	07/09-07/20	4	2	8	$1,200.00	
	56	M	2P-3P	THE DOCTORS	:30	$150.00	07/23-07/23	1	1	1	$150.00	
	57	M-F	3P-4P	MAURY POVICH	:30	$250.00	07/09-07/20	4	2	8	$2,000.00	
	58	M	3P-4P	MAURY POVICH	:30	$250.00	07/23-07/23	1	1	1	$250.00	
	59	M-F	4P-5P	ANDERSON COOPER	:30	$250.00	07/09-07/20	5	2	10	$2,500.00	
	60	M	4P-5P	ANDERSON COOPER	:30	$250.00	07/23-07/23	1	1	1	$250.00	
	61	M-F	5A-6A	WAVY NEWS 10 @ SUNRISE	:30	$350.00	07/09-07/20	5	2	10	$3,500.00	
	62	M	5A-6A	WAVY NEWS 10 @ SUNRISE	:30	$350.00	07/23-07/23	1	1	1	$350.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1389
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1389
Flight Dates 07/03/2012 - 07/23/2012
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
	63	M-F	6A-7A	WAVY NEWS 10 TODAY	:30	$1,000.00	07/09-07/20	5	2	10	$10,000.00	
	64	M	6A-7A	WAVY NEWS 10 TODAY	:30	$1,000.00	07/23-07/23	1	1	1	$1,000.00	
	65	M-F	7A-9A	TODAY SHOW	:30	$1,000.00	07/09-07/20	5	2	10	$10,000.00	
	66	M	7A-9A	TODAY SHOW	:30	$1,000.00	07/23-07/23	2	1	2	$2,000.00	
	67	M-F	430A-459A	WAVY NEWS 10 EARLY MORNING	:30	$75.00	07/09-07/20	4	2	8	$600.00	
	68	M	430A-459A	WAVY NEWS 10 EARLY MORNING	:30	$75.00	07/23-07/23	1	1	1	$75.00	
	69	M-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	$700.00	07/09-07/20	5	2	10	$7,000.00	
	70	M	5P-530P	WAVY NEWS 10 @ 5PM	:30	$700.00	07/23-07/23	1	1	1	$700.00	
	71	M-F	530P-6P	WAVY NEWS 10 @ 530PM	:30	$700.00	07/09-07/20	5	2	10	$7,000.00	
	72	M	530P-6P	WAVY NEWS 10 @ 530PM	:30	$700.00	07/23-07/23	1	1	1	$700.00	
	73	M-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,000.00	07/09-07/20	4	2	8	$8,000.00	
	74	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,000.00	07/23-07/23	1	1	1	$1,000.00	
	75	M-F	630P-7P	NBC NIGHTLY NEWS	:30	$2,000.00	07/09-07/20	2	2	4	$8,000.00	
	76	M	630P-7P	NBC NIGHTLY NEWS	:30	$2,000.00	07/23-07/23	1	1	1	$2,000.00	
	77	M-F	1135P-1235A	THE TONIGHT SHOW	:30	$350.00	07/09-07/20	3	2	6	$2,100.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1389
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1389
Flight Dates 07/03/2012 - 07/23/2012
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
---	---	---	---	---	---	---	---	---	---	---	---	---
	78	M	1135P-1235A	THE TONIGHT SHOW	:30	$350.00	07/23-07/23	1	1	1	$350.00	
	79	M-F	1235A-135A	JIMMY FALLON	:30	$100.00	07/09-07/20	2	2	4	$400.00	
	80	M	1235A-135A	JIMMY FALLON	:30	$100.00	07/23-07/23	1	1	1	$100.00	
	81	M-F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$800.00	07/09-07/20	2	2	4	$3,200.00	
	82	M	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$800.00	07/23-07/23	1	1	1	$800.00	
	83	M-F	7P-730P	ENTERTAINMENT TONIGHT	:30	$700.00	07/09-07/20	2	2	4	$2,800.00	
	84	M	7P-730P	ENTERTAINMENT TONIGHT	:30	$700.00	07/23-07/23	1	1	1	$700.00	
	85	M-F	730P-8P	THE INSIDER	:30	$700.00	07/09-07/20	1	2	2	$1,400.00	
	86	M	8P-10P	AMERICAN NINJA WARRIOR	:30	$800.00	07/23-07/23	1	1	1	$800.00	

--REPORT TOTALS---

Report Totals: 278 / $155,325.00

--SALES MONTHLY TOTALS--

Jul 12: 278 / $155,325.00

Sales Totals: 278 / $155,325.00

Station Totals: 278 / $155,325.00

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

--COMPETITIVE---

Market Totals	$501,048	CATV	0%	WAVY	31%	WGNT	1%	WPXV	0%	WTKR	23%		
		WTVZ	3%	WVBT	9%	WVEC	33%						

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1389
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1389
Flight Dates 07/03/2012 - 07/23/2012
Hiatus Weeks

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

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

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE