Rep Order# 6831244 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 07/12/2012 9:01 AM
EC'd Yes **Last Received:** 07/09/2012 8:30 PM
Showing Buylines: All Rep & Sta Revised 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=*

-- REMARKS --

VER 3 ISSUED TO CXL 1X N/A ON LN 12
W/MKGD-ADD TO SKED ON LN 87 PER V.2
REVISED CONTRACT TOTAL IS $155,500
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*12	TH-F	430A-459A	WAVY NEWS 10 EARLY MORNING	:30	$75.00	07/05-07/06	1	1	1	$75.00	
		Buyline Comment: CXL 1X DUE N/A										
		Sales Remark: V3 CXL 1X DUE N/A										
		V3 More than 2 codes changed										
	*87	M-F	1P-2P	DAYS OF OUR LIVES	:30	$250.00	07/09-07/13	1	1	1	$250.00	
		Buyline Comment: MKGD FROM LN 12 (+$175 ADD TO SKED)										
		Sales Remark: V3 MKGD FROM LN 12										
		V3 Added										

--REPORT TOTALS---

Report Totals: 2 / $325.00

--SALES MONTHLY TOTALS--

Jul 12: 278 / $155,500.00
Sales Totals: 278 / $155,500.00
Station Totals: 278 / $155,500.00
Lines not sent/rcld/rtrn: 0 / $0.00

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--COMPETITIVE---

Market Totals	$501,613	CATV	0%	WAVY	31%	WGNT	1%	WPXV	0%	WTKR	23%		
		WTVZ	3%	WVBT	9%	WVEC	33%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	JUL11, EJUL12
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE