Rep Order# 6837452 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 08/01/2012 4:13 PM
EC'd Yes **Last Received:** 08/01/2012 12:30 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1522
Buyer Dan Nagelberg
Phone#
Fax#

Agency ( ) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1522
Flight Dates 07/31/2012 - 09/03/2012
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 ISSUE REVISE DAYS/DATES IN LNS 9,18-20 AND 25-26
IN LN 25 CXL 1X DUE N/A;MKGD ON LN 59
CXL LINE 10 DUE N/A;MKGDS ON LNS 60-61
TOTAL REMAINS 212,425
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*9	F	7A-10A	2012 OLYMPICS TODAY SHOW	:30	$1,000.00	08/03-08/03	2	1	2	$2,000.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*10	TU-F	430A-459A	EARLY TODAY	:30	$125.00	07/31-08/03	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*18	F	5P-530P	5PM NEWS	:30	$900.00	08/03-08/03	1	1	1	$900.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*19	F	530P-6P	530PM NEWS	:30	$900.00	08/03-08/03	1	1	1	$900.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		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
	*20	F	6P-630P	6PM NEWS	:30	$1,500.00	08/03-08/03	1	1	1	$1,500.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*25	F	12A-1235A	2012 OLYMPICS LATE NEWS	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST;CXL 1X DUE N/A										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST;CXL 1X DUE N/A										
		V3 More than 2 codes changed										
	*26	F	7P-730P	ENTERTAINMENT TONIGHT	:30	$900.00	08/03-08/03	1	1	1	$900.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*59	M-F	12A-1235A	2012 OLYMPICS LATE NEWS	:30	$1,000.00	08/06-08/10	1	1	1	$1,000.00	
		Buyline Comment: MKGD FROM LN 25										
		Sales Remark: V3 MKGD FROM LN 25										
		V3 Added										
	*60	M-F	430A-459A	EARLY TODAY	:30	$125.00	08/06-08/10	1	1	1	$125.00	
		Buyline Comment: MKGD FROM LN 10										
		Sales Remark: V3 MKGD FROM LN 10										
		V3 Added										
	*61	M-F	430A-459A	EARLY TODAY	:30	$125.00	08/13-08/17	1	1	1	$125.00	
		Buyline Comment: MKGD FROM LN 10										
		Sales Remark: V3 MKGD FROM LN 10										
		V3 Added										

---REPORT TOTALS---

Report Totals: 10 / $8,450.00

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--SALES MONTHLY TOTALS--

Aug 12: 245 / $150,800.00 Sep 12: 112 / $61,625.00

Sales Totals: 357 / $212,425.00

Station Totals: 357 / $212,425.00

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

--COMPETITIVE---

Market Totals	$817,019	CATV	0%	WAVY	26%	WGNT	5%	WPXV	0%	WTKR	22%		
		WTVZ	5%	WVBT	9%	WVEC	33%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---

CASH IN ADVANCE