Rep Order# 6860570 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/02/2012 2:40 PM
EC'd Yes **Last Received:** 10/02/2012 1:30 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RNC/ROMNEY FOR PRES
Product RNC/MITT ROMNEY
Estimate# 264
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //264
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A		:30	$700.00	10/03-10/05	6	1	6	$4,200.00	
		Buyline Comment: 6A NEWS										
	2	M-TU	6A-7A		:30	$1,500.00	10/08-10/09	4	1	4	$6,000.00	
		Buyline Comment: 6A NEWS										
	3	M-TU	7A-9A		:30	$1,500.00	10/08-10/09	4	1	4	$6,000.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	$700.00	10/03-10/05	6	1	6	$4,200.00	
		Buyline Comment: TODAY SHOW										
	5	W-F	9A-10A		:30	$300.00	10/03-10/05	6	1	6	$1,800.00	
		Buyline Comment: TODAY SHOW 2										
	6	M-TU	9A-10A		:30	$500.00	10/08-10/09	4	1	4	$2,000.00	
		Buyline Comment: TODAY SHOW 2										
	7	W-F	10A-11A		:30	$250.00	10/03-10/05	3	1	3	$750.00	
		Buyline Comment: TODAY SHOW 3										
	8	M-TU	10A-11A		:30	$400.00	10/08-10/09	2	1	2	$800.00	
		Buyline Comment: TODAY SHOW 3										
	9	W-F	12P-1P		:30	$300.00	10/03-10/05	3	1	3	$900.00	
		Buyline Comment: NEWS AT NOON										
	10	M-TU	12P-1P		:30	$300.00	10/08-10/09	2	1	2	$600.00	
		Buyline Comment: NEWS AT NOON										

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	11	M-TU	1P-2P		:30	$500.00	10/08-10/09	2	1	2	$1,000.00	
		Buyline Comment: DAYS OF OUR LIVES										
	12	W-F	1P-2P		:30	$300.00	10/03-10/05	3	1	3	$900.00	
		Buyline Comment: DAYS OF OUR LIVES										
	13	W-F	5P-530P		:30	$700.00	10/03-10/05	3	1	3	$2,100.00	
		Buyline Comment: 5P NEWS										
	14	M-TU	5P-530P		:30	$1,500.00	10/08-10/09	2	1	2	$3,000.00	
		Buyline Comment: 5P NEWS										
	15	M-TU	530P-6P		:30	$1,500.00	10/08-10/09	2	1	2	$3,000.00	
		Buyline Comment: 530P NEWS										
	16	W-F	530P-6P		:30	$700.00	10/03-10/05	3	1	3	$2,100.00	
		Buyline Comment: 530P NEWS										
	17	M-TU	6P-630P		:30	$1,800.00	10/08-10/09	2	1	2	$3,600.00	
		Buyline Comment: 6P NEWS										
	18	W-F	6P-630P		:30	$800.00	10/03-10/05	3	1	3	$2,400.00	
		Buyline Comment: 6P NEWS										
	19	M-TU	7P-730P		:30	$600.00	10/08-10/09	1	1	1	$600.00	
		Buyline Comment: ENT TONIGHT										
	20	W-F	7P-730P		:30	$600.00	10/03-10/05	2	1	2	$1,200.00	
		Buyline Comment: ENT TONIGHT										
	21	SA	6A-7A		:30	$200.00	10/06-10/06	2	1	2	$400.00	
		Buyline Comment: 6A NEWS										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	SA	7A-8A		:30	$400.00	10/06-10/06	2	1	2	$800.00	
			Buyline Comment: WAVY SAT MRN									
	23	SA	8A-10A		:30	$500.00	10/06-10/06	2	1	2	$1,000.00	
			Buyline Comment: SAT TODAY									
	24	SU	7A-8A		:30	$800.00	10/07-10/07	2	1	2	$1,600.00	
			Buyline Comment: NEWS									
	25	SU	8A-9A		:30	$1,200.00	10/07-10/07	2	1	2	$2,400.00	
			Buyline Comment: SUN TODAY									
	26	SU	9A-10A		:30	$1,200.00	10/07-10/07	2	1	2	$2,400.00	
			Buyline Comment: MEET THE PRESS									

---REPORT TOTALS---

Report Totals: 75 / $55,750.00

---SALES MONTHLY TOTALS---

Oct 12: 75 / $55,750.00

Sales Totals: 75 / $55,750.00

Station Totals: 75 / $55,750.00

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

---COMPETITIVE---

Market Totals	$293,421	CATV	0%	WAVY	19%	WGNT	0%	WPXV	0%	WTKR	37%
		WTVZ	0%	WVBT	18%	WVEC	26%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE