Rep Order# 6835468 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/24/2012 9:59 AM
EC'd Yes **Last Received:** 07/24/2012 9:53 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RNC/ROMNEY FOR PRES
Product RNC/MITT ROMNEY
Estimate# 117
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //117
Flight Dates 07/25/2012 - 07/31/2012
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	M-TU	6A-7A		:30	$1,200.00	07/30-07/31	4	1	4	$4,800.00	
		Buyline Comment: NEWS										
	2	W-F	6A-7A		:30	$1,000.00	07/25-07/27	6	1	6	$6,000.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A		:30	$1,000.00	07/30-07/31	4	1	4	$4,000.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	$1,000.00	07/25-07/27	6	1	6	$6,000.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	9A-10A		:30	$1,000.00	07/30-07/31	4	1	4	$4,000.00	
		Buyline Comment: TODAY SHOW2										
	6	W-F	9A-10A		:30	$350.00	07/25-07/27	6	1	6	$2,100.00	
		Buyline Comment: TODAY SHOW2										
	7	W-F	10A-11A		:30	$300.00	07/25-07/27	6	1	6	$1,800.00	
		Buyline Comment: TODAY SHOW3										
	8	M-TU	10A-5P		:30	$400.00	07/30-07/31	4	1	4	$1,600.00	
		Buyline Comment: OLYMPIC DAYTIME										
	9	W-F	12P-1P		:30	$150.00	07/25-07/27	6	1	6	$900.00	
		Buyline Comment: NEWS AT NOON										
	10	W-F	1P-2P		:30	$250.00	07/25-07/27	6	1	6	$1,500.00	
		Buyline Comment: DAYS OF OUR LIVES										

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	11	W-F	4P-5P		:30	$250.00	07/25-07/27	6	1	6	$1,500.00	
		Buyline Comment: ANDERSON COOPER										
	12	M-TU	5P-530P		:30	$700.00	07/30-07/31	4	1	4	$2,800.00	
		Buyline Comment: NEWS AT 5										
	13	W-F	5P-530P		:30	$700.00	07/25-07/27	6	1	6	$4,200.00	
		Buyline Comment: NEWS AT 5										
	14	M-TU	530P-6P		:30	$700.00	07/30-07/31	4	1	4	$2,800.00	
		Buyline Comment: NEWS AT 530										
	15	W-F	530P-6P		:30	$700.00	07/25-07/27	6	1	6	$4,200.00	
		Buyline Comment: NEWS AT 530										
	16	M-TU	6P-630P		:30	$1,000.00	07/30-07/31	4	1	4	$4,000.00	
		Buyline Comment: NEWS AT 6										
	17	W-F	6P-630P		:30	$1,000.00	07/25-07/27	6	1	6	$6,000.00	
		Buyline Comment: NEWS AT 6										
	18	M-TU	630P-7P		:30	$2,500.00	07/30-07/31	2	1	2	$5,000.00	
		Buyline Comment: NITELY NEWS										
	19	W-F	630P-7P		:30	$2,000.00	07/25-07/27	2	1	2	$4,000.00	
		Buyline Comment: NITELY NEWS										
	20	M-TU	7P-730P		:30	$900.00	07/30-07/31	4	1	4	$3,600.00	
		Buyline Comment: ENT TONIGHT 30										
	21	W-F	7P-730P		:30	$900.00	07/25-07/27	6	1	6	$5,400.00	
		Buyline Comment: ENT TONIGHT 30										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M-TU	8P-12A		:30	$3,500.00	07/30-07/31	2	1	2	$7,000.00	
		Buyline Comment: OLYMPIC PRIME										
	23	M-TU	11P-1130P		:30	$800.00	07/30-07/31	4	1	4	$3,200.00	
		Buyline Comment: NEWS AT 11										
	24	W-F	11P-1130P		:30	$800.00	07/25-07/27	6	1	6	$4,800.00	
		Buyline Comment: NEWS AT 11										
	25	M-TU	5A-6A		:30	$350.00	07/30-07/31	4	1	4	$1,400.00	
		Buyline Comment: NEWS										
	26	W-F	5A-6A		:30	$350.00	07/25-07/27	6	1	6	$2,100.00	
		Buyline Comment: NEWS										
	27	F	730P-12A		:30	$4,000.00	07/27-07/27	1	1	1	$4,000.00	
		Buyline Comment: OLYMPIC OPENING CEREMONY										
	28	SA	6A-7A		:30	$300.00	07/28-07/28	2	1	2	$600.00	
		Buyline Comment: NEWS AT 6A										
	29	SA	7A-8A		:30	$400.00	07/28-07/28	2	1	2	$800.00	
		Buyline Comment: SAT MRN										
	30	SA	8A-12P		:30	$3,500.00	07/28-07/28	2	1	2	$7,000.00	
		Buyline Comment: 2012 SUMMER OLYMPICS										
	31	SA	12A-1230A		:30	$1,000.00	07/28-07/28	2	1	2	$2,000.00	
		Buyline Comment: SAT LATE NEWS AFTER OLYMPICS										
	32	SU	6A-7A		:30	$400.00	07/29-07/29	2	1	2	$800.00	
		Buyline Comment: NEWS AT 6A										

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	33	SU	7A-6P		:30	$800.00	07/29-07/29	2	1	2	$1,600.00	
			Buyline Comment: 2012 SUMMER OLYMPICS/DAYTIME									
	34	SU	8P-11P		:30	$3,500.00	07/29-07/29	2	1	2	$7,000.00	
			Buyline Comment: 2012 SUMMER OLYMPICS									
	35	SU	12A-1230A		:30	$800.00	07/29-07/29	2	1	2	$1,600.00	
			Buyline Comment: LATE NEWS AFTER OLYMPICS									

---REPORT TOTALS---

Report Totals: 141 / $120,100.00

---SALES MONTHLY TOTALS---

Jul 12: 97 / $75,900.00 Aug 12: 44 / $44,200.00

Sales Totals: 141 / $120,100.00
Station Totals: 141 / $120,100.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$261,087	CATV	0%	WAVY	46%	WGNT	0%	WPXV	0%	WTKR	26%
		WTVZ	0%	WVBT	5%	WVEC	23%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE