Rep Order# 6837479 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 07/31/2012 2:13 PM
EC'd Yes **Last Received:** 07/31/2012 1:26 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RNC/ROMNEY FOR PRES
Product RNC/MITT ROMNEY
Estimate# 138
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //138
Flight Dates 08/01/2012 - 08/07/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

VER 3 ISSUED TO CXL SPOT N/A ON LN 24
W/MKGD LN 28; REV RATES LN'S 1-2 & 6-11
REVISED CONTRACT TOTAL IS $142,300
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	W-F	6A-7A		:30	$1,500.00	08/01-08/03	6	1	6	$9,000.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*2	M-TU	6A-7A		:30	$1,500.00	08/06-08/07	4	1	4	$6,000.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*6	M-TU	5P-530P		:30	$900.00	08/06-08/07	4	1	4	$3,600.00	
		Buyline Comment: NEWS AT 5P REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*7	W-F	5P-530P		:30	$900.00	08/01-08/03	6	1	6	$5,400.00	
		Buyline Comment: NEWS AT 5P REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		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
	*8	W-F	530P-6P		:30	$900.00	08/01-08/03	6	1	6	$5,400.00	
		Buyline Comment: NEWS AT 530P REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*9	M-TU	530P-6P		:30	$900.00	08/06-08/07	4	1	4	$3,600.00	
		Buyline Comment: NEWS AT 530P REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*10	W-F	6P-630P		:30	$1,500.00	08/01-08/03	6	1	6	$9,000.00	
		Buyline Comment: NEWS AT 6P REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*11	M-TU	6P-630P		:30	$1,500.00	08/06-08/07	4	1	4	$6,000.00	
		Buyline Comment: NEWS AT 6P REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*24	SU	6A-7A		:30	$400.00	08/05-08/05	0	0	0	$0.00	
		Buyline Comment: WAVY 10 SU AT 6A CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*28	SA	6A-6P		:30	$400.00	08/04-08/04	2	1	2	$800.00	
		Buyline Comment: 2012 SUMMER OLYMPICS MKGD FROM LN 24										
		Sales Remark: V3 MKGD FROM LN 24										
		V3 Added										

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---REPORT TOTALS---

Report Totals: 42 / $48,800.00

---SALES MONTHLY TOTALS---

Aug 12: 106 / $142,300.00

Sales Totals: 106 / $142,300.00

Station Totals: 106 / $142,300.00

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

---COMPETITIVE---

Market Totals	$279,020	CATV	0%	WAVY	51%	WGNT	0%	WPXV	0%	WTKR	25%
		WTVZ	0%	WVBT	4%	WVEC	20%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE