Rep Order# 6862122 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/09/2012 3:04 PM
EC'd Yes **Last Received:** 10/09/2012 1:19 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 302
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //302
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 170,900
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	6A-7A		:30	$1,500.00	10/15-10/16	4	1	4	$6,000.00	
		Buyline Comment: 6A NEWS										
	2	W-F	6A-7A		:30	$700.00	10/10-10/12	6	1	6	$4,200.00	
		Buyline Comment: 6A NEWS										
	3	W-F	7A-9A		:30	$700.00	10/10-10/12	6	1	6	$4,200.00	
		Buyline Comment: TODAY SHOW										
	4	M-TU	7A-9A		:30	$1,500.00	10/15-10/16	4	1	4	$6,000.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	9A-10A		:30	$500.00	10/15-10/16	4	1	4	$2,000.00	
		Buyline Comment: TODAY SHOW 2										
	6	W-F	9A-10A		:30	$300.00	10/10-10/12	6	1	6	$1,800.00	
		Buyline Comment: TODAY SHOW 2										
	7	M-TU	10A-11A		:30	$400.00	10/15-10/16	4	1	4	$1,600.00	
		Buyline Comment: TODAY SHOW 3										
	8	W-F	10A-11A		:30	$250.00	10/10-10/12	6	1	6	$1,500.00	
		Buyline Comment: TODAY SHOW 3										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 302
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //302
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	W-F	12P-1P		:30	$300.00	10/10-10/12	6	1	6	$1,800.00	
		Buyline Comment: NEWS AT NOON										
	10	M-TU	12P-1P		:30	$300.00	10/15-10/16	4	1	4	$1,200.00	
		Buyline Comment: NEWS AT NOON										
	11	W-F	1P-2P		:30	$300.00	10/10-10/12	6	1	6	$1,800.00	
		Buyline Comment: DAYS OF OUR LIVES										
	12	M-TU	1P-2P		:30	$500.00	10/15-10/16	4	1	4	$2,000.00	
		Buyline Comment: DAYS OF OUR LIVES										
	13	M-TU	1P-2P		:30	$440.00	10/15-10/16	4	1	4	$1,760.00	
		Buyline Comment: THE CHEW										
	14	W-F	1P-2P		:30	$440.00	10/10-10/12	6	1	6	$2,640.00	
		Buyline Comment: THE CHEW										
	15	W-F	2P-3P		:30	$480.00	10/10-10/12	6	1	6	$2,880.00	
		Buyline Comment: GENERAL HOSPITAL										
	16	M-TU	2P-3P		:30	$480.00	10/15-10/16	4	1	4	$1,920.00	
		Buyline Comment: GENERAL HOSPITAL										
	17	M-TU	4P-5P		:30	$300.00	10/15-10/16	4	1	4	$1,200.00	
		Buyline Comment: ANDERSON COOPER										
	18	W-F	4P-5P		:30	$300.00	10/10-10/12	6	1	6	$1,800.00	
		Buyline Comment: ANDERSON COOPER										
	19	W-F	5P-530P		:30	$700.00	10/10-10/12	6	1	6	$4,200.00	
		Buyline Comment: 5P NEWS										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 302
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //302
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M-TU	5P-530P		:30	$1,500.00	10/15-10/16	4	1	4	$6,000.00	
		Buyline Comment: 5P NEWS										
	21	M-TU	530P-6P		:30	$1,500.00	10/15-10/16	4	1	4	$6,000.00	
		Buyline Comment: 530P NEWS										
	22	W-F	530P-6P		:30	$700.00	10/10-10/12	6	1	6	$4,200.00	
		Buyline Comment: 530P NEWS										
	23	W-F	6P-630P		:30	$800.00	10/10-10/12	6	1	6	$4,800.00	
		Buyline Comment: 6P NEWS										
	24	M-TU	6P-630P		:30	$1,800.00	10/15-10/16	4	1	4	$7,200.00	
		Buyline Comment: 6P NEWS										
	25	M-TU	630P-7P		:30	$2,500.00	10/15-10/16	2	1	2	$5,000.00	
		Buyline Comment: NBC NITELY NEWS										
	26	W-F	630P-7P		:30	$1,500.00	10/10-10/12	3	1	3	$4,500.00	
		Buyline Comment: NBC NITELY NEWS										
	27	W-F	7P-730P		:30	$600.00	10/10-10/12	6	1	6	$3,600.00	
		Buyline Comment: ENT TONIGHT										
	28	M-TU	7P-730P		:30	$600.00	10/15-10/16	4	1	4	$2,400.00	
		Buyline Comment: ENT TONIGHT										
	29	M-TU	730P-8P		:30	$600.00	10/15-10/16	4	1	4	$2,400.00	
		Buyline Comment: INSIDER										
	30	W-F	730P-8P		:30	$600.00	10/10-10/12	6	1	6	$3,600.00	
		Buyline Comment: INSIDER										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 302
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //302
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	W-F	11P-1130P		:30	$800.00	10/10-10/12	6	1	6	$4,800.00	
		Buyline Comment: 11P NEWS										
	32	M-TU	11P-1130P		:30	$1,800.00	10/15-10/16	4	1	4	$7,200.00	
		Buyline Comment: 11P NEWS										
	33	M-TU	1130P-1230A		:30	$500.00	10/15-10/16	6	1	6	$3,000.00	
		Buyline Comment: TONIGHT SHOW										
	34	W-F	1130P-1230A		:30	$300.00	10/10-10/12	6	1	6	$1,800.00	
		Buyline Comment: TONIGHT SHOW										
	35	W-F	5A-6A		:30	$300.00	10/10-10/12	9	1	9	$2,700.00	
		Buyline Comment: NEWS										
	36	M-TU	5A-6A		:30	$500.00	10/15-10/16	6	1	6	$3,000.00	
		Buyline Comment: NEWS										
	37	M	10P-11P		:30	$1,600.00	10/15-10/15	2	1	2	$3,200.00	
		Buyline Comment: REVOLUTION										
	38	W	10P-11P		:30	$2,500.00	10/10-10/10	2	1	2	$5,000.00	
		Buyline Comment: CHICAGO FIRE										
	39	F	10P-11P		:30	$900.00	10/12-10/12	2	1	2	$1,800.00	
		Buyline Comment: DATELINE										
	40	SA	6A-7A		:30	$200.00	10/13-10/13	2	1	2	$400.00	
		Buyline Comment: 6A NEWS										
	41	SA	7A-8A		:30	$400.00	10/13-10/13	2	1	2	$800.00	
		Buyline Comment: SAT MRN										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 302
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //302
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	SA	8A-10A		:30	$500.00	10/13-10/13	2	1	2	$1,000.00	
			Buyline Comment: SAT TODAY									
	43	SA	6P-630P		:30	$500.00	10/13-10/13	2	1	2	$1,000.00	
			Buyline Comment: NEWS									
	44	SA	11P-1130P		:30	$800.00	10/13-10/13	2	1	2	$1,600.00	
			Buyline Comment: LATE NEWS									
	45	SA	1130P-1A		:30	$600.00	10/13-10/13	2	1	2	$1,200.00	
			Buyline Comment: SNL									
	46	SU	6A-7A		:30	$400.00	10/14-10/14	2	1	2	$800.00	
			Buyline Comment: NEWS									
	47	SU	7A-8A		:30	$800.00	10/14-10/14	2	1	2	$1,600.00	
			Buyline Comment: NEWS									
	48	SU	8A-9A		:30	$1,200.00	10/14-10/14	2	1	2	$2,400.00	
			Buyline Comment: SUN TODAY									
	49	SU	9A-10A		:30	$1,200.00	10/14-10/14	2	1	2	$2,400.00	
			Buyline Comment: MEET THE PRESS									
	50	SU	6P-7P		:30	$500.00	10/14-10/14	2	1	2	$1,000.00	
			Buyline Comment: 6P NEWS									
	51	SU	7P-11P		:30	$1,200.00	10/14-10/14	2	1	2	$2,400.00	
			Buyline Comment: FOOTBALL NIGHT IN AMERICA									
	52	SU	815P-1130P		:30	$6,000.00	10/14-10/14	3	1	3	$18,000.00	
			Buyline Comment: SUNDAY NIGHT FOOTBALL									

Rep Order# 6862122 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/09/2012 3:04 PM
EC'd Yes **Last Received:** 10/09/2012 1:19 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 302
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //302
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	SU	11P-1130P		:30	$1,800.00	10/14-10/14	2	1	2	$3,600.00	

Buyline Comment: LATE NEWS

---REPORT TOTALS---

Report Totals: 217 / $170,900.00

---SALES MONTHLY TOTALS---

Oct 12: 217 / $170,900.00

Sales Totals: 217 / $170,900.00

Station Totals: 217 / $170,900.00

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

---COMPETITIVE---

Market Totals	$348,775	CATV	0%	WAVY	28%	WGNT	0%	WPXV	0%	WTKR	31%
		WTVZ	0%	WVBT	11%	WVEC	30%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE