**Rep Order#** 6862957 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/11/2012 4:44 PM
**EC'd** Yes **Last Received:** 10/11/2012 3:29 PM
**Showing Buylines:** All Lines

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

**Agency** ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
**Agency C/P1/P2/E**
**Flight Dates** 10/12/2012 - 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=*

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

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**Fax#**

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138 CONANT STREET
BEVERLY, MA 02494
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**Flight Dates** 10/12/2012 - 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 11 | F | 2P-3P | | :30 | $200.00 | 10/12-10/12 | 4 | 1 | 4 | $800.00 | |
| | | Buyline Comment: THE DOCTORS | | | | | | | | | | |
| | 12 | M-TU | 2P-3P | | :30 | $200.00 | 10/15-10/16 | 6 | 1 | 6 | $1,200.00 | |
| | | Buyline Comment: THE DOCTORS | | | | | | | | | | |
| | 13 | F | 4P-5P | | :30 | $300.00 | 10/12-10/12 | 1 | 1 | 1 | $300.00 | |
| | | Buyline Comment: ANDERSON COOPER | | | | | | | | | | |
| | 14 | M-TU | 4P-5P | | :30 | $300.00 | 10/15-10/16 | 2 | 1 | 2 | $600.00 | |
| | | Buyline Comment: ANDERSON COOPER | | | | | | | | | | |
| | 15 | F | 6A-7A | | :30 | $700.00 | 10/12-10/12 | 1 | 1 | 1 | $700.00 | |
| | | Buyline Comment: AM NEWS | | | | | | | | | | |
| | 16 | M-TU | 6A-7A | | :30 | $1,500.00 | 10/15-10/16 | 2 | 1 | 2 | $3,000.00 | |
| | | Buyline Comment: AM NEWS | | | | | | | | | | |
| | 17 | F | 7A-9A | | :30 | $700.00 | 10/12-10/12 | 1 | 1 | 1 | $700.00 | |
| | | Buyline Comment: TODAY SHOW | | | | | | | | | | |
| | 18 | M-TU | 7A-9A | | :30 | $1,500.00 | 10/15-10/16 | 2 | 1 | 2 | $3,000.00 | |
| | | Buyline Comment: TODAY SHOW | | | | | | | | | | |
| | 19 | SA | 6A-7A | | :30 | $200.00 | 10/13-10/13 | 1 | 1 | 1 | $200.00 | |
| | | Buyline Comment: AM NEWS | | | | | | | | | | |
| | 20 | SA | 7A-8A | | :30 | $400.00 | 10/13-10/13 | 1 | 1 | 1 | $400.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 21 | SA | 8A-10A | | :30 | $500.00 | 10/13-10/13 | 2 | 1 | 2 | $1,000.00 | |
| | | Buyline Comment: TODAY SHOW | | | | | | | | | | |

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**Product** MITT ROMNEY
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138 CONANT STREET
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**Flight Dates** 10/12/2012 - 10/16/2012
**Hiatus Weeks**

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**Salesperson** ( ) ANJIE BRADY
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**Salesperson FAX#** 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 22 | SU | 6A-7A | | :30 | $200.00 | 10/14-10/14 | 1 | 1 | 1 | $200.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 23 | SU | 7A-8A | | :30 | $800.00 | 10/14-10/14 | 1 | 1 | 1 | $800.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 24 | SU | 8A-9A | | :30 | $1,200.00 | 10/14-10/14 | 1 | 1 | 1 | $1,200.00 | |
| | | Buyline Comment: TODAY SHOW | | | | | | | | | | |
| | 25 | F | 5P-530P | | :30 | $700.00 | 10/12-10/12 | 1 | 1 | 1 | $700.00 | |
| | | Buyline Comment: 5P NEWS | | | | | | | | | | |
| | 26 | M-TU | 5P-530P | | :30 | $1,500.00 | 10/15-10/16 | 2 | 1 | 2 | $3,000.00 | |
| | | Buyline Comment: 5P NEWS | | | | | | | | | | |
| | 27 | F | 530P-6P | | :30 | $700.00 | 10/12-10/12 | 1 | 1 | 1 | $700.00 | |
| | | Buyline Comment: 530P NEWS | | | | | | | | | | |
| | 28 | M-TU | 530P-6P | | :30 | $1,500.00 | 10/15-10/16 | 2 | 1 | 2 | $3,000.00 | |
| | | Buyline Comment: 530P NEWS | | | | | | | | | | |
| | 29 | F | 6P-630P | | :30 | $800.00 | 10/12-10/12 | 1 | 1 | 1 | $800.00 | |
| | | Buyline Comment: 6P NEWS | | | | | | | | | | |
| | 30 | M-TU | 6P-630P | | :30 | $1,500.00 | 10/15-10/16 | 2 | 1 | 2 | $3,000.00 | |
| | | Buyline Comment: 6P NEWS | | | | | | | | | | |
| | 31 | SU | 6P-7P | | :30 | $500.00 | 10/14-10/14 | 2 | 1 | 2 | $1,000.00 | |
| | | Buyline Comment: 6P NEWS | | | | | | | | | | |
| | 32 | F | 1135P-1235A | | :30 | $300.00 | 10/12-10/12 | 1 | 1 | 1 | $300.00 | |
| | | Buyline Comment: TONIGHT SHOW | | | | | | | | | | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 33 | M-TU | 1135P-1235A | | :30 | $500.00 | 10/15-10/16 | 2 | 1 | 2 | $1,000.00 | |
| | | Buyline Comment: TONIGHT SHOW | | | | | | | | | | |
| | 34 | SA | 1130P-1A | | :30 | $600.00 | 10/13-10/13 | 1 | 1 | 1 | $600.00 | |
| | | Buyline Comment: SNL | | | | | | | | | | |
| | 35 | SU | 1130P-12A | | :30 | $1,800.00 | 10/14-10/14 | 1 | 1 | 1 | $1,800.00 | |
| | | Buyline Comment: LATE NEWS | | | | | | | | | | |
| | 36 | F | 11P-1135P | | :30 | $800.00 | 10/12-10/12 | 1 | 1 | 1 | $800.00 | |
| | | Buyline Comment: LATE NEWS | | | | | | | | | | |
| | 37 | M-TU | 11P-1135P | | :30 | $1,800.00 | 10/15-10/16 | 2 | 1 | 2 | $3,600.00 | |
| | | Buyline Comment: LATE NEWS | | | | | | | | | | |
| | 38 | SA | 11P-1130P | | :30 | $800.00 | 10/13-10/13 | 1 | 1 | 1 | $800.00 | |
| | | Buyline Comment: LATE NEWS | | | | | | | | | | |
| | 39 | F | 7P-730P | | :30 | $600.00 | 10/12-10/12 | 1 | 1 | 1 | $600.00 | |
| | | Buyline Comment: ENT TONIGHT | | | | | | | | | | |
| | 40 | M-TU | 7P-730P | | :30 | $600.00 | 10/15-10/16 | 2 | 1 | 2 | $1,200.00 | |
| | | Buyline Comment: ENT TONIGHT | | | | | | | | | | |
| | 41 | F | 730P-8P | | :30 | $600.00 | 10/12-10/12 | 1 | 1 | 1 | $600.00 | |
| | | Buyline Comment: ACCESS HOLLYWOOD | | | | | | | | | | |
| | 42 | M-TU | 730P-8P | | :30 | $600.00 | 10/15-10/16 | 2 | 1 | 2 | $1,200.00 | |
| | | Buyline Comment: ACCESS HOLLYWOOD | | | | | | | | | | |
| | 43 | SA | 7P-8P | | :30 | $300.00 | 10/13-10/13 | 3 | 1 | 3 | $900.00 | |
| | | Buyline Comment: ENT THIS WEEK | | | | | | | | | | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 44 | M | 8P-10P | | :30 | $2,200.00 | 10/15-10/15 | 4 | 1 | 4 | $8,800.00 | |
| | | | Buyline Comment: THE VOICE | | | | | | | | | |
| | 45 | TU | 8P-9P | | :30 | $2,200.00 | 10/16-10/16 | 3 | 1 | 3 | $6,600.00 | |
| | | | Buyline Comment: THE VOICE | | | | | | | | | |
| | 46 | TU | 9P-11P | | :30 | $4,000.00 | 10/16-10/16 | 3 | 1 | 3 | $12,000.00 | |
| | | | Buyline Comment: PRESIDENTIAL DEBATE | | | | | | | | | |
| | 47 | F | 8P-9P | | :30 | $900.00 | 10/12-10/12 | 2 | 1 | 2 | $1,800.00 | |
| | | | Buyline Comment: THE VOICE | | | | | | | | | |
| | 48 | F | 9P-10P | | :30 | $1,800.00 | 10/12-10/12 | 2 | 1 | 2 | $3,600.00 | |
| | | | Buyline Comment: GRIMM | | | | | | | | | |
| | 49 | SA | 330P-7P | | :30 | $300.00 | 10/13-10/13 | 2 | 1 | 2 | $600.00 | |
| | | | Buyline Comment: N.DAME FTBL | | | | | | | | | |
| | 50 | SU | 815P-1130P | | :30 | $6,000.00 | 10/14-10/14 | 1 | 1 | 1 | $6,000.00 | |
| | | | Buyline Comment: SUN NIGHT FTBALL NBC | | | | | | | | | |
| | 51 | SA | 8P-9P | | :30 | $600.00 | 10/13-10/13 | 2 | 1 | 2 | $1,200.00 | |
| | | | Buyline Comment: REVOLUTION ENCORE | | | | | | | | | |
| | 52 | SA | 9P-10P | | :30 | $600.00 | 10/13-10/13 | 2 | 1 | 2 | $1,200.00 | |
| | | | Buyline Comment: CHICAGO FIRE ENCORE | | | | | | | | | |
| | 53 | SA | 10P-11P | | :30 | $600.00 | 10/13-10/13 | 2 | 1 | 2 | $1,200.00 | |
| | | | Buyline Comment: LAW AND ORDER SVU | | | | | | | | | |
| | 54 | F | 430A-459A | | :30 | $125.00 | 10/12-10/12 | 1 | 1 | 1 | $125.00 | |
| | | | Buyline Comment: WAVY NEWS AT 430A | | | | | | | | | |

**Rep Order#** 6862957 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/11/2012 4:44 PM
**EC'd** Yes **Last Received:** 10/11/2012 3:29 PM
**Showing Buylines:** All Lines

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|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 55 | M-TU | 430A-459A | | :30 | $125.00 | 10/15-10/16 | 2 | 1 | 2 | $250.00 | |

Buyline Comment: WAVY NEWS AT 430A

**---REPORT TOTALS---**

Report Totals: 103 / $89,625.00

**---SALES MONTHLY TOTALS---**

Oct 12: 103 / $89,625.00

Sales Totals: 103 / $89,625.00

Station Totals: 103 / $89,625.00

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

**---COMPETITIVE---**

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Market Totals | $89,625 | CATV | 0% | WAVY | 72% | WGNT | 0% | WPXV | 0% | WTKR | 0% |
| | | WTVZ | 0% | WVBT | 28% | WVEC | 0% | | | | |

**---COMPETITIVE COMMENTS---**

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

**--- CREDIT RISK ---**

CASH IN ADVANCE