Rep Order# 6868748 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 11/01/2012 8:31 AM
EC'd No **Last Received:** 10/28/2012 6:34 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 378
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //378
Flight Dates 10/31/2012 - 11/06/2012
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 116,350
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	11/05-11/06	4	1	4	$6,000.00	
		Buyline Comment: AM NEWS										
	2	W-F	6A-7A		:30	$700.00	10/31-11/02	6	1	6	$4,200.00	
		Buyline Comment: AM NEWS										
	3	M-TU	7A-9A		:30	$1,500.00	11/05-11/06	4	1	4	$6,000.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	$700.00	10/31-11/02	6	1	6	$4,200.00	
		Buyline Comment: TODAY SHOW										
	5	W-F	9A-10A		:30	$300.00	10/31-11/02	6	1	6	$1,800.00	
		Buyline Comment: TODAY SHOW 2										
	6	M-TU	9A-10A		:30	$500.00	11/05-11/06	4	1	4	$2,000.00	
		Buyline Comment: TODAY SHOW 2										
	7	M-TU	10A-11A		:30	$400.00	11/05-11/06	4	1	4	$1,600.00	
		Buyline Comment: TODAY SHOW 3										
	8	W-F	10A-11A		:30	$250.00	10/31-11/02	3	1	3	$750.00	
		Buyline Comment: TODAY SHOW 3										

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	9	W-F	12P-1P		:30	$300.00	10/31-11/02	3	1	3	$900.00	
		Buyline Comment: NEWS AT NOON										
	10	M-TU	12P-1P		:30	$300.00	11/05-11/06	2	1	2	$600.00	
		Buyline Comment: NEWS AT NOON										
	11	M-TU	1P-2P		:30	$500.00	11/05-11/06	2	1	2	$1,000.00	
		Buyline Comment: DAYS OF OUR LIVES										
	12	W-F	1P-2P		:30	$300.00	10/31-11/02	3	1	3	$900.00	
		Buyline Comment: DAYS OF OUR LIVES										
	13	W-F	1P-2P		:30	$440.00	10/31-11/02	3	1	3	$1,320.00	
		Buyline Comment: THE CHEW										
	14	M-TU	1P-2P		:30	$440.00	11/05-11/06	2	1	2	$880.00	
		Buyline Comment: THE CHEW										
	15	M-TU	4P-5P		:30	$300.00	11/05-11/06	2	1	2	$600.00	
		Buyline Comment: ANDERSON COOPER										
	16	W-F	4P-5P		:30	$300.00	10/31-11/02	3	1	3	$900.00	
		Buyline Comment: ANDERSON COOPER										
	17	M	5P-530P		:30	$1,500.00	11/05-11/05	2	1	2	$3,000.00	
		Buyline Comment: 5P NEWS										
	18	W-F	5P-530P		:30	$700.00	10/31-11/02	3	1	3	$2,100.00	
		Buyline Comment: 5P NEWS										
	19	M	530P-6P		:30	$1,500.00	11/05-11/05	2	1	2	$3,000.00	
		Buyline Comment: 530P NEWS										

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	20	W-F	530P-6P		:30	$700.00	10/31-11/02	3	1	3	$2,100.00	
			Buyline Comment: 530P NEWS									
	21	M	6P-630P		:30	$1,800.00	11/05-11/05	2	1	2	$3,600.00	
			Buyline Comment: 6P NEWS									
	22	W-F	6P-630P		:30	$800.00	10/31-11/02	3	1	3	$2,400.00	
			Buyline Comment: 6P NEWS									
	23	M	630P-7P		:30	$2,500.00	11/05-11/05	2	1	2	$5,000.00	
			Buyline Comment: NBC NITELY NEWS									
	24	W-F	630P-7P		:30	$1,500.00	10/31-11/02	3	1	3	$4,500.00	
			Buyline Comment: NBC NITELY NEWS									
	25	M	7P-730P		:30	$900.00	11/05-11/05	2	1	2	$1,800.00	
			Buyline Comment: ENT TONIGHT									
	26	W-F	7P-730P		:30	$600.00	10/31-11/02	3	1	3	$1,800.00	
			Buyline Comment: ENT TONIGHT									
	27	M	730P-8P		:30	$900.00	11/05-11/05	2	1	2	$1,800.00	
			Buyline Comment: INSIDER									
	28	W-F	730P-8P		:30	$600.00	10/31-11/02	3	1	3	$1,800.00	
			Buyline Comment: INSIDER									
	29	M	11P-1130P		:30	$1,800.00	11/05-11/05	2	1	2	$3,600.00	
			Buyline Comment: WAVY NEWS AT 11									
	30	W-F	11P-1130P		:30	$800.00	10/31-11/02	3	1	3	$2,400.00	
			Buyline Comment: WAVY NEWS AT 11									

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	31	M	1130P-1230A		:30	$500.00	11/05-11/05	2	1	2	$1,000.00	
		Buyline Comment: TONIGHT SHOW										
	32	W-F	1130P-1230A		:30	$300.00	10/31-11/02	3	1	3	$900.00	
		Buyline Comment: TONIGHT SHOW										
	33	M	5A-6A		:30	$500.00	11/05-11/05	2	1	2	$1,000.00	
		Buyline Comment: NEWS										
	34	W-F	5A-6A		:30	$300.00	10/31-11/02	3	1	3	$900.00	
		Buyline Comment: NEWS										
	35	TH	9P-930P		:30	$1,100.00	11/01-11/01	1	1	1	$1,100.00	
		Buyline Comment: THE OFFICE										
	36	F	10A-111P		:30	$900.00	11/02-11/02	1	1	1	$900.00	
		Buyline Comment: DATELINE										
	37	SA	6A-7A		:30	$200.00	11/03-11/03	1	1	1	$200.00	
		Buyline Comment: AM NEWS										
	38	SA	7A-8A		:30	$400.00	11/03-11/03	2	1	2	$800.00	
		Buyline Comment: SAT MORNING										
	39	SA	8A-10A		:30	$500.00	11/03-11/03	2	1	2	$1,000.00	
		Buyline Comment: SAT TODAY										
	40	SA	6P-630P		:30	$500.00	11/03-11/03	2	1	2	$1,000.00	
		Buyline Comment: 6P NEWS										
	41	SA	11P-1130P		:30	$800.00	11/03-11/03	2	1	2	$1,600.00	
		Buyline Comment: SAT LATE NEWS										

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	42	SA	1130P-1A		:30	$600.00	11/03-11/03	2	1	2	$1,200.00	
			Buyline Comment: SNL									
	43	SU	6A-7A		:30	$400.00	11/04-11/04	2	1	2	$800.00	
			Buyline Comment: AM NEWS									
	44	SU	7A-8A		:30	$800.00	11/04-11/04	2	1	2	$1,600.00	
			Buyline Comment: AM NEWS									
	45	SU	8A-9A		:30	$1,200.00	11/04-11/04	2	1	2	$2,400.00	
			Buyline Comment: SUNDAY TODAY									
	46	SU	9A-10A		:30	$1,200.00	11/04-11/04	2	1	2	$2,400.00	
			Buyline Comment: MEET THE PRESS									
	47	SU	6P-7P		:30	$500.00	11/04-11/04	2	1	2	$1,000.00	
			Buyline Comment: 6P NEWS									
	48	SU	7P-815P		:30	$1,200.00	11/04-11/04	2	1	2	$2,400.00	
			Buyline Comment: FOOTBALL NIGHT IN AMERICA									
	49	SU	815P-1130P		:30	$6,000.00	11/04-11/04	3	1	3	$18,000.00	
			Buyline Comment: SUNDAY NIGHT FOOTBALL									
	50	SU	1130P-12A		:30	$1,800.00	11/04-11/04	2	1	2	$3,600.00	
			Buyline Comment: NEWS									

--REPORT TOTALS---

Report Totals: 132 / $116,350.00

--SALES MONTHLY TOTALS--

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Nov 12: 132 / $116,350.00

Sales Totals: 132 / $116,350.00

Station Totals: 132 / $116,350.00

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

---COMPETITIVE---

Market Totals	$161,597	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