Rep Order# 6816347 **Ver#** 1 **Mod#** 0 **Status** Confirmed **Traffic Order#** **Printed:** 05/18/2012 8:58 AM
EC'd Yes **Last Received:** 05/17/2012 10:04 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 133
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //133
Flight Dates 05/18/2012 - 05/22/2012
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	10A-11A		:30	$200.00	05/21-05/22	4	1	4	$800.00	
		Buyline Comment: TODAY SHOW 3										
	2	F	10A-11A		:30	$200.00	05/18-05/18	2	1	2	$400.00	
		Buyline Comment: TODAY SHOW 3										
	3	M-TU	12P-1P		:30	$125.00	05/21-05/22	4	1	4	$500.00	
		Buyline Comment: NEWS AT NOON										
	4	F	12P-1P		:30	$125.00	05/18-05/18	2	1	2	$250.00	
		Buyline Comment: NEWS AT NOON										
	5	M-TU	1P-2P		:30	$175.00	05/21-05/22	2	1	2	$350.00	
		Buyline Comment: DAS-OUR-LIVES										
	6	F	1P-2P		:30	$175.00	05/18-05/18	1	1	1	$175.00	
		Buyline Comment: DAS-OUR-LIVES										
	7	M-TU	4P-5P		:30	$200.00	05/21-05/22	2	1	2	$400.00	
		Buyline Comment: ANDERSON COOPER										
	8	F	4P-5P		:30	$200.00	05/18-05/18	1	1	1	$200.00	
		Buyline Comment: ANDERSON COOPER										
	9	M-TU	5P-530P		:30	$500.00	05/21-05/22	4	1	4	$2,000.00	
		Buyline Comment: NEWS AT 5										
	10	F	5P-530P		:30	$500.00	05/18-05/18	2	1	2	$1,000.00	
		Buyline Comment: NEWS AT 5										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	530P-6P		:30	$700.00	05/21-05/22	4	1	4	$2,800.00	
		Buyline Comment: NEWS AT 530										
	12	F	530P-6P		:30	$700.00	05/18-05/18	2	1	2	$1,400.00	
		Buyline Comment: NEWS AT 530										
	13	M-TU	6P-630P		:30	$1,000.00	05/21-05/22	2	1	2	$2,000.00	
		Buyline Comment: NEWS AT 6										
	14	F	6P-630P		:30	$1,000.00	05/18-05/18	1	1	1	$1,000.00	
		Buyline Comment: NEWS AT 6										
	15	M-TU	7P-730P		:30	$600.00	05/21-05/22	2	1	2	$1,200.00	
		Buyline Comment: ENT TONIGHT 30										
	16	F	7P-730P		:30	$600.00	05/18-05/18	1	1	1	$600.00	
		Buyline Comment: ENT TONIGHT 30										
	17	M-TU	11P-1130P		:30	$600.00	05/21-05/22	4	1	4	$2,400.00	
		Buyline Comment: NEWS										
	18	F	11P-1130P		:30	$600.00	05/18-05/18	2	1	2	$1,200.00	
		Buyline Comment: NEWS										
	19	F	5A-6A		:30	$350.00	05/18-05/18	2	1	2	$700.00	
		Buyline Comment: NEWS										
	20	M-TU	5A-6A		:30	$350.00	05/21-05/22	4	1	4	$1,400.00	
		Buyline Comment: NEWS										
	21	SA	6A-7A		:30	$250.00	05/19-05/19	1	1	1	$250.00	
		Buyline Comment: WAVY 10SAT 6AM										

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Rep Firm
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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
	22	SA	7A-8A		:30	$350.00	05/19-05/19	2	1	2	$700.00	
			Buyline Comment: WAVY 10 SAT MORN									
	23	SA	8A-10A		:30	$450.00	05/19-05/19	2	1	2	$900.00	
			Buyline Comment: SAT TODAY									
	24	SA	7P-8P		:30	$150.00	05/19-05/19	1	1	1	$150.00	
			Buyline Comment: ENT TONITE60 W									
	25	SA	11P-1130P		:30	$600.00	05/19-05/19	2	1	2	$1,200.00	
			Buyline Comment: NEWS									
	26	SU	6A-7A		:30	$250.00	05/20-05/20	2	1	2	$500.00	
			Buyline Comment: WAVY 10 SUN 6A									
	27	SU	7A-8A		:30	$350.00	05/20-05/20	2	1	2	$700.00	
			Buyline Comment: WAVY 10 SUN MRN									
	28	SU	8A-9A		:30	$450.00	05/20-05/20	2	1	2	$900.00	
			Buyline Comment: SUN TODAY									
	29	SU	9A-10A		:30	$400.00	05/20-05/20	1	1	1	$400.00	
			Buyline Comment: MEET THE PRESS									
	30	SU	6P-7P		:30	$250.00	05/20-05/20	2	1	2	$500.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 65 / $26,975.00

---SALES MONTHLY TOTALS---

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Rep Firm
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Salesperson ( ) ANJIE BRADY

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

May 12: 65 / $26,975.00

Sales Totals: 65 / $26,975.00

Station Totals: 65 / $26,975.00

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

---COMPETITIVE---

Market Totals	$67,438	CATV	0%	WAVY	40%	WGNT	0%	WPXV	0%	WTKR	31%
		WTVZ	0%	WVBT	1%	WVEC	28%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE