Rep Order# 6817678 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/22/2012 10:45 AM
EC'd Yes **Last Received:** 05/22/2012 10:01 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 14
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //14
Flight Dates 05/23/2012 - 05/29/2012
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 50,575
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A		:30	$1,000.00	05/23-05/25	3	1	3	$3,000.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A		:30	$1,000.00	05/28-05/29	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	3	W-F	7A-9A		:30	$850.00	05/23-05/25	6	1	6	$5,100.00	
		Buyline Comment: TODAY SHOW										
	4	M-TU	7A-9A		:30	$850.00	05/28-05/29	4	1	4	$3,400.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	10A-11A		:30	$200.00	05/28-05/29	4	1	4	$800.00	
		Buyline Comment: TODAY SHOW 3										
	6	W-F	10A-11A		:30	$200.00	05/23-05/25	6	1	6	$1,200.00	
		Buyline Comment: TODAY SHOW 3										
	7	M-TU	12P-1P		:30	$125.00	05/28-05/29	4	1	4	$500.00	
		Buyline Comment: NEWS AT NOON										
	8	W-F	12P-1P		:30	$125.00	05/23-05/25	6	1	6	$750.00	
		Buyline Comment: NEWS AT NOON										

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	9	W-F	1P-2P		:30	$175.00	05/23-05/25	3	1	3	$525.00	
		Buyline Comment: DAYS OF OUR LIVES										
	10	M-TU	1P-2P		:30	$175.00	05/28-05/29	2	1	2	$350.00	
		Buyline Comment: DAYS OF OUR LIVES										
	11	W-F	4P-5P		:30	$200.00	05/23-05/25	3	1	3	$600.00	
		Buyline Comment: ANDERSON COOPER										
	12	M-TU	4P-5P		:30	$200.00	05/28-05/29	2	1	2	$400.00	
		Buyline Comment: ANDERSON COOPER										
	13	W-F	5P-530P		:30	$500.00	05/23-05/25	6	1	6	$3,000.00	
		Buyline Comment: NEWS										
	14	M-TU	5P-530P		:30	$500.00	05/28-05/29	4	1	4	$2,000.00	
		Buyline Comment: NEWS										
	15	M-TU	530P-6P		:30	$700.00	05/28-05/29	2	1	2	$1,400.00	
		Buyline Comment: NEWS										
	16	W-F	530P-6P		:30	$700.00	05/23-05/25	3	1	3	$2,100.00	
		Buyline Comment: NEWS										
	17	M-TU	6P-630P		:30	$1,000.00	05/28-05/29	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	18	W-F	6P-630P		:30	$1,000.00	05/23-05/25	3	1	3	$3,000.00	
		Buyline Comment: NEWS										
	19	M-TU	7P-730P		:30	$600.00	05/28-05/29	2	1	2	$1,200.00	
		Buyline Comment: ENT TONIGHT										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	W-F	7P-730P		:30	$600.00	05/23-05/25	3	1	3	$1,800.00	
			Buyline Comment: ENT TONIGHT									
	21	W-F	11P-1130P		:30	$600.00	05/23-05/25	3	1	3	$1,800.00	
			Buyline Comment: NEWS									
	22	M-TU	11P-1130P		:30	$600.00	05/28-05/29	4	1	4	$2,400.00	
			Buyline Comment: NEWS									
	23	W-F	5A-6A		:30	$350.00	05/23-05/25	6	1	6	$2,100.00	
			Buyline Comment: NEWS									
	24	M-TU	5A-6A		:30	$350.00	05/28-05/29	4	1	4	$1,400.00	
			Buyline Comment: NEWS									
	25	SA	6A-7A		:30	$250.00	05/26-05/26	1	1	1	$250.00	
			Buyline Comment: WAVY 10 SAT									
	26	SA	7A-8A		:30	$350.00	05/26-05/26	2	1	2	$700.00	
			Buyline Comment: WAVY 10 SAT MRN									
	27	SA	8A-10A		:30	$450.00	05/26-05/26	2	1	2	$900.00	
			Buyline Comment: SAT TODAY									
	28	SA	7P-8P		:30	$150.00	05/26-05/26	1	1	1	$150.00	
			Buyline Comment: ENT TONIGHT									
	29	SA	11P-1130P		:30	$600.00	05/26-05/26	2	1	2	$1,200.00	
			Buyline Comment: NEWS									
	30	SA	1130P-1A		:30	$350.00	05/26-05/26	2	1	2	$700.00	
			Buyline Comment: SNL									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	SU	6A-7A		:30	$250.00	05/27-05/27	2	1	2	$500.00	
			Buyline Comment: WAVY 10 SUN 6A									
	32	SU	7A-8A		:30	$350.00	05/27-05/27	2	1	2	$700.00	
			Buyline Comment: WAVY 10 SUN MRN									
	33	SU	8A-9A		:30	$450.00	05/27-05/27	2	1	2	$900.00	
			Buyline Comment: SUN TODAY									
	34	SU	9A-10A		:30	$400.00	05/27-05/27	1	1	1	$400.00	
			Buyline Comment: MEET THE PRESS									
	35	SU	6P-7P		:30	$250.00	05/27-05/27	3	1	3	$750.00	
			Buyline Comment: NEWS									
	36	SU	11P-1130P		:30	$600.00	05/27-05/27	1	1	1	$600.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 108 / $50,575.00

---SALES MONTHLY TOTALS---

May 12: 72 / $32,725.00 Jun 12: 36 / $17,850.00

Sales Totals: 108 / $50,575.00

Station Totals: 108 / $50,575.00

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

---COMPETITIVE---

Market Totals	$120,417	CATV	0%	WAVY	42%	WGNT	0%	WPXV	0%	WTKR	23%
		WTVZ	0%	WVBT	5%	WVEC	30%				

---COMPETITIVE COMMENTS---

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COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE