Rep Order# 6817678 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 05/22/2012 7:45 PM
EC'd Yes **Last Received:** 05/22/2012 3:20 PM
Showing Buylines: All Rep & Sta Revised 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 --

VER 3 ISSUE REVISE RATE TO CLEAR IN LNS 3-4,29-30 & 36
REVISED TOTAL 52,275
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*3	W-F	7A-9A		:30	$1,000.00	05/23-05/25	6	1	6	$6,000.00	
		Buyline Comment: TODAY SHOW REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*4	M-TU	7A-9A		:30	$1,000.00	05/28-05/29	4	1	4	$4,000.00	
		Buyline Comment: TODAY SHOW REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*29	SA	11P-1130P		:30	$500.00	05/26-05/26	2	1	2	$1,000.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*30	SA	1130P-1A		:30	$500.00	05/26-05/26	2	1	2	$1,000.00	
		Buyline Comment: SNL REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*36	SU	11P-1130P		:30	$700.00	05/27-05/27	1	1	1	$700.00	

Buyline Comment: NEWS
REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

--REPORT TOTALS---

Report Totals: 15 / $12,700.00

--SALES MONTHLY TOTALS--

May 12: 72 / $33,825.00 Jun 12: 36 / $18,450.00

Sales Totals: 108 / $52,275.00

Station Totals: 108 / $52,275.00

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

--COMPETITIVE---

Market Totals	$124,464	CATV	0%	WAVY	42%	WGNT	0%	WPXV	0%	WTKR	23%		
		WTVZ	0%	WVBT	5%	WVEC	30%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE