Rep Order# 6819498 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/29/2012 12:04 PM
EC'd Yes **Last Received:** 05/29/2012 11:09 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 20
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //20
Flight Dates 05/30/2012 - 06/05/2012
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 49,575
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	$1,000.00	06/04-06/05	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	2	W-F	6A-7A		:30	$1,000.00	05/30-06/01	3	1	3	$3,000.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A		:30	$850.00	06/04-06/05	4	1	4	$3,400.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	$850.00	05/30-06/01	6	1	6	$5,100.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	10A-11A		:30	$200.00	06/04-06/05	2	1	2	$400.00	
		Buyline Comment: TODAY SHOW 3										
	6	W-F	10A-11A		:30	$200.00	05/30-06/01	3	1	3	$600.00	
		Buyline Comment: TODAY SHOW 3										
	7	M-TU	12P-1P		:30	$125.00	06/04-06/05	4	1	4	$500.00	
		Buyline Comment: NEWS AT NOON										
	8	W-F	12P-1P		:30	$125.00	05/30-06/01	6	1	6	$750.00	
		Buyline Comment: NEWS AT NOON										

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	9	M-TU	1P-2P		:30	$175.00	06/04-06/05	2	1	2	$350.00	
		Buyline Comment: DAYS OF OUR LIVES										
	10	W-F	1P-2P		:30	$175.00	05/30-06/01	3	1	3	$525.00	
		Buyline Comment: DAYS OF OUR LIVES										
	11	M-TU	4P-5P		:30	$200.00	06/04-06/05	2	1	2	$400.00	
		Buyline Comment: ANDERSON COOPER										
	12	W-F	4P-5P		:30	$200.00	05/30-06/01	3	1	3	$600.00	
		Buyline Comment: ANDERSON COOPER										
	13	M-TU	5P-530P		:30	$500.00	06/04-06/05	4	1	4	$2,000.00	
		Buyline Comment: NEWS										
	14	W-F	5P-530P		:30	$500.00	05/30-06/01	6	1	6	$3,000.00	
		Buyline Comment: NEWS										
	15	M-TU	530P-6P		:30	$700.00	06/04-06/05	2	1	2	$1,400.00	
		Buyline Comment: NEWS										
	16	W-F	530P-6P		:30	$700.00	05/30-06/01	3	1	3	$2,100.00	
		Buyline Comment: NEWS										
	17	M-TU	6P-630P		:30	$1,000.00	06/04-06/05	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	18	W-F	6P-630P		:30	$1,000.00	05/30-06/01	3	1	3	$3,000.00	
		Buyline Comment: NEWS										
	19	M-TU	7P-730P		:30	$600.00	06/04-06/05	2	1	2	$1,200.00	
		Buyline Comment: ENT TONIGHT 30										

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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	05/30-06/01	3	1	3	$1,800.00	
		Buyline Comment: ENT TONIGHT 30										
	21	M-TU	11P-1130P		:30	$600.00	06/04-06/05	4	1	4	$2,400.00	
		Buyline Comment: NEWS										
	22	W-F	11P-1130P		:30	$600.00	05/30-06/01	3	1	3	$1,800.00	
		Buyline Comment: NEWS										
	23	M-TU	5A-6A		:30	$350.00	06/04-06/05	4	1	4	$1,400.00	
		Buyline Comment: NEWS										
	24	W-F	5A-6A		:30	$350.00	05/30-06/01	6	1	6	$2,100.00	
		Buyline Comment: NEWS										
	25	SA	6A-7A		:30	$250.00	06/02-06/02	1	1	1	$250.00	
		Buyline Comment: NEWS										
	26	SA	7A-8A		:30	$350.00	06/02-06/02	2	1	2	$700.00	
		Buyline Comment: WAVY10 SAT MRN										
	27	SA	8A-10A		:30	$450.00	06/02-06/02	2	1	2	$900.00	
		Buyline Comment: SAT TODAY										
	28	SA	7P-8P		:30	$150.00	06/02-06/02	1	1	1	$150.00	
		Buyline Comment: ENT TONIGHT 60W										
	29	SA	11P-1130P		:30	$600.00	06/02-06/02	2	1	2	$1,200.00	
		Buyline Comment: NEWS										
	30	SA	1130P-1A		:30	$350.00	06/02-06/02	2	1	2	$700.00	
		Buyline Comment: SAT NITE LIVE										

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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	06/03-06/03	2	1	2	$500.00	
			Buyline Comment: NEWS									
	32	SU	7A-8A		:30	$350.00	06/03-06/03	2	1	2	$700.00	
			Buyline Comment: SUN MRN									
	33	SU	8A-9A		:30	$450.00	06/03-06/03	2	1	2	$900.00	
			Buyline Comment: SUN TODAY									
	34	SU	9A-10A		:30	$400.00	06/03-06/03	1	1	1	$400.00	
			Buyline Comment: MEET THE PRESS									
	35	SU	6P-7P		:30	$250.00	06/03-06/03	2	1	2	$500.00	
			Buyline Comment: NEWS									
	36	SU	6P-7P		:30	$250.00	06/03-06/03	1	1	1	$250.00	
			Buyline Comment: NEWS									
	37	SU	11P-1130P		:30	$600.00	06/03-06/03	1	1	1	$600.00	
			Buyline Comment: NEWS									

--REPORT TOTALS---

Report Totals: 103 / $49,575.00

--SALES MONTHLY TOTALS--

Jun 12: 103 / $49,575.00

Sales Totals: 103 / $49,575.00

Station Totals: 103 / $49,575.00

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

--COMPETITIVE---

Market Totals $130,461 CATV 0% WAVY 38% WGNT 0% WPXV 0% WTKR 28%

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WTVZ 0% WVBT 5% WVEC 29%

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE