Rep Order# 6819498 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 05/30/2012 1:35 PM
EC'd Yes **Last Received:** 05/30/2012 1:05 PM
Showing Buylines: All Rep & Sta Revised 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 --

VER 3 ISSUED TO REVISE RATES TO CLEAR LN'S 3-6,
13-18, 25-27, 30-33 & 35-36; CXL SPOTS DUE N/A
LN'S 3-4, 13, 27 & 33; ADD SPOT TO SKED ON LN 38
REVISED CONTRACT TOTAL IS $50,575
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*3	M-TU	7A-9A		:30	$1,000.00	06/04-06/05	3	1	3	$3,000.00	
		Buyline Comment: TODAY SHOW REVISE RATE TO CLEAR; CXL 1X DUE N/A										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 1X DUE N/A										
		V3 More than 2 codes changed										
	*4	W-F	7A-9A		:30	$1,000.00	05/30-06/01	3	1	3	$3,000.00	
		Buyline Comment: TODAY SHOW REVISE RATE TO CLEAR; CXL 3X DUE N/A										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 3X DUE N/A										
		V3 More than 2 codes changed										
	*5	M-TU	10A-11A		:30	$250.00	06/04-06/05	2	1	2	$500.00	
		Buyline Comment: TODAY SHOW 3 REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*6	W-F	10A-11A		:30	$250.00	05/30-06/01	3	1	3	$750.00	
		Buyline Comment: TODAY SHOW 3 REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*13	M-TU	5P-530P		:30	$700.00	06/04-06/05	3	1	3	$2,100.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR; CXL 1X DUE N/A										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 1X DUE N/A										
		V3 More than 2 codes changed										
	*14	W-F	5P-530P		:30	$700.00	05/30-06/01	6	1	6	$4,200.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*15	M-TU	530P-6P		:30	$800.00	06/04-06/05	2	1	2	$1,600.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*16	W-F	530P-6P		:30	$800.00	05/30-06/01	3	1	3	$2,400.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*17	M-TU	6P-630P		:30	$1,200.00	06/04-06/05	2	1	2	$2,400.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*18	W-F	6P-630P		:30	$1,200.00	05/30-06/01	3	1	3	$3,600.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*25	SA	6A-7A		:30	$350.00	06/02-06/02	1	1	1	$350.00	
				Buyline Comment: NEWS REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*26	SA	7A-8A		:30	$400.00	06/02-06/02	2	1	2	$800.00	
				Buyline Comment: WAVY10 SAT MRN REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*27	SA	8A-9A		:30	$600.00	06/02-06/02	1	1	1	$600.00	
				Buyline Comment: SAT TODAY REVISE RATE TO CLEAR; CXL 1X DUE N/A; REVISE TP DUE TENNIS								
				Sales Remark: V3 REVISE RATE TO CLEAR; CXL 1X DUE N/A; REVISE TP DUE TENNIS								
				V3 More than 2 codes changed								
	*30	SA	1130P-1A		:30	$500.00	06/02-06/02	2	1	2	$1,000.00	
				Buyline Comment: SAT NITE LIVE REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*31	SU	6A-7A		:30	$350.00	06/03-06/03	2	1	2	$700.00	
				Buyline Comment: NEWS REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*32	SU	7A-8A		:30	$400.00	06/03-06/03	2	1	2	$800.00	
				Buyline Comment: SUN MRN REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*33	SU	8A-9A		:30	$600.00	06/03-06/03	1	1	1	$600.00	
		Buyline Comment: SUN TODAY REVISE RATE TO CLEAR; CXL 1X DUE N/A										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 1X DUE N/A										
		V3 More than 2 codes changed										
	*35	SU	6P-7P		:30	$300.00	06/03-06/03	2	1	2	$600.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*36	SA	6P-630P		:30	$350.00	06/02-06/02	1	1	1	$350.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR; REVISE DAY/DATE/TIME PD										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAY/DATE/TIME PD										
		V3 More than 2 codes changed										
	*38	W-TH	430A-459A		:30	$50.00	05/30-05/31	1	1	1	$50.00	
		Buyline Comment: EARLY TODAY ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

---REPORT TOTALS---

Report Totals: 45 / $29,400.00

---SALES MONTHLY TOTALS---

Jun 12: 97 / $50,575.00

Sales Totals: 97 / $50,575.00

Station Totals: 97 / $50,575.00

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

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--COMPETITIVE---

Market Totals	$133,092	CATV	0%	WAVY	38%	WGNT	0%	WPXV	0%	WTKR	28%
		WTVZ	0%	WVBT	5%	WVEC	29%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE