Rep Order# 6825382 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/16/2012 3:27 PM
EC'd No **Last Received:** 06/15/2012 7:47 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 46
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //46
Flight Dates 06/20/2012 - 06/26/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

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

-- CONTRACT COMMENT --

CLIENT: ROMNEY FOR PRESIDENT, INC. SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS $49,250
PLS CONFIRM ASAP
THANKS ANJIE FOR 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	06/20-06/22	1	1	1	$1,000.00	
		Buyline Comment: AM NEWS										
	2	M-TU	6A-7A		:30	$550.00	06/25-06/26	1	1	1	$550.00	
		Buyline Comment: AM NEWS										
	3	M-TU	7A-9A		:30	$700.00	06/25-06/26	1	1	1	$700.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	$1,000.00	06/20-06/22	1	1	1	$1,000.00	
		Buyline Comment: TODAY SHOW										
	5	W-F	10A-11A		:30	$250.00	06/20-06/22	3	1	3	$750.00	
		Buyline Comment: TODAY SHOW 3										
	6	M-TU	10A-11A		:30	$125.00	06/25-06/26	2	1	2	$250.00	
		Buyline Comment: TODAY SHOW 3										
	7	M-TU	12P-1P		:30	$100.00	06/25-06/26	4	1	4	$400.00	
		Buyline Comment: NOON NEWS										
	8	M-TU	1P-2P		:30	$250.00	06/25-06/26	3	1	3	$750.00	
		Buyline Comment: DAYS OF OUR LIVES										

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	9	M-TU	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	$150.00	06/25-06/26	2	1	2	$300.00	
	10	W-F	4P-5P	Buyline Comment: ANDERSON COOPER	:30	$250.00	06/20-06/22	3	1	3	$750.00	
	11	M-TU	4P-5P	Buyline Comment: ANDERSON COOPER	:30	$150.00	06/25-06/26	2	1	2	$300.00	
	12	M-TU	5P-530P	Buyline Comment: 5P NEWS	:30	$400.00	06/25-06/26	4	1	4	$1,600.00	
	13	W-F	5P-530P	Buyline Comment: 5P NEWS	:30	$800.00	06/20-06/22	6	1	6	$4,800.00	
	14	M-TU	530P-6P	Buyline Comment: 530P NEWS	:30	$450.00	06/25-06/26	4	1	4	$1,800.00	
	15	W-F	530P-6P	Buyline Comment: 530P NEWS	:30	$800.00	06/20-06/22	6	1	6	$4,800.00	
	16	M-TU	6P-630P	Buyline Comment: 6P NEWS	:30	$650.00	06/25-06/26	2	1	2	$1,300.00	
	17	W-F	6P-630P	Buyline Comment: 6P NEWS	:30	$1,200.00	06/20-06/22	3	1	3	$3,600.00	
	18	M-TU	630P-7P	Buyline Comment: NBC NIGHTLY NEWS	:30	$1,500.00	06/25-06/26	1	1	1	$1,500.00	
	19	W-F	630P-7P	Buyline Comment: NBC NIGHTLY NEWS	:30	$2,000.00	06/20-06/22	1	1	1	$2,000.00	

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	20	W-F	7P-730P		:30	$650.00	06/20-06/22	3	1	3	$1,950.00	
			Buyline Comment: ENTERTAINMENT TONIGHT									
	21	M-TU	7P-730P		:30	$650.00	06/25-06/26	2	1	2	$1,300.00	
			Buyline Comment: ENTERTAINMENT TONIGHT									
	22	M-TU	11P-1135P		:30	$700.00	06/25-06/26	4	1	4	$2,800.00	
			Buyline Comment: LATE NEWS									
	23	W-F	11P-1135P		:30	$800.00	06/20-06/22	3	1	3	$2,400.00	
			Buyline Comment: LATE NEWS									
	24	M-TU	5A-6A		:30	$300.00	06/25-06/26	1	1	1	$300.00	
			Buyline Comment: EARLY AM NEWS									
	25	W-F	5A-6A		:30	$350.00	06/20-06/22	1	1	1	$350.00	
			Buyline Comment: EARLY AM NEWS									
	26	SA	6A-7A		:30	$350.00	06/23-06/23	1	1	1	$350.00	
			Buyline Comment: SATURDAY EARLY AM NEWS									
	27	SA	7A-8A		:30	$400.00	06/23-06/23	2	1	2	$800.00	
			Buyline Comment: SATURDAY AM NEWS									
	28	SA	8A-10A		:30	$600.00	06/23-06/23	2	1	2	$1,200.00	
			Buyline Comment: SATURDAY TODAY SHOW									
	29	SA	330P-5P		:30	$250.00	06/23-06/23	1	1	1	$250.00	
			Buyline Comment: 2012 OLYMPICS TRIALS									
	30	SA	7P-8P		:30	$700.00	06/23-06/23	1	1	1	$700.00	
			Buyline Comment: 2012 OLYMPICS TRIALS									

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	31	SA	11P-1130P		:30	$800.00	06/23-06/23	2	1	2	$1,600.00	
			Buyline Comment: SATURDAY LATE NEWS									
	32	SA	1130P-1A		:30	$600.00	06/23-06/23	2	1	2	$1,200.00	
			Buyline Comment: SATURDAY NIGHT LIVE									
	33	SU	6A-7A		:30	$350.00	06/24-06/24	2	1	2	$700.00	
			Buyline Comment: SUNDAY EARLY AM NEWS									
	34	SU	7A-8A		:30	$400.00	06/24-06/24	2	1	2	$800.00	
			Buyline Comment: SUNDAY AM NEWS									
	35	SU	8A-9A		:30	$600.00	06/24-06/24	2	1	2	$1,200.00	
			Buyline Comment: SUNDAY TODAY SHOW									
	36	SU	9A-10A		:30	$800.00	06/24-06/24	1	1	1	$800.00	
			Buyline Comment: MEET THE PRESS									
	37	SU	7P-8P		:30	$700.00	06/24-06/24	1	1	1	$700.00	
			Buyline Comment: 2012 OLYMPICS TRIALS									
	38	SU	11P-1130P		:30	$800.00	06/24-06/24	1	1	1	$800.00	
			Buyline Comment: SUNDAY LATE NEWS									
	39	W-F	12P-1P		:30	$150.00	06/20-06/22	6	1	6	$900.00	
			Buyline Comment: NOON NEWS									

---REPORT TOTALS---

Report Totals: 90 / $49,250.00

---SALES MONTHLY TOTALS---

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Jun 12: 57 / $35,400.00 Jul 12: 33 / $13,850.00

Sales Totals: 90 / $49,250.00

Station Totals: 90 / $49,250.00

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

---COMPETITIVE---

Market Totals	$149,242	CATV	0%	WAVY	33%	WGNT	0%	WPXV	0%	WTKR	23%
		WTVZ	0%	WVBT	4%	WVEC	40%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books FEB12, MAY11, EMAY12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE