Rep Order# 6825382 **Ver#** 7 **Status** Revised **Traffic Order#** **Printed:** 07/25/2012 4:24 PM
EC'd Yes **Last Received:** 07/25/2012 10:35 AM
Showing Buylines: All Rep & Sta Revised 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 --

VER 7 ISSUED TO REINSTATE SPOT CXL'D IN ERROR LN 14
REVISED CONTRACT TOTAL IS $48,150
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*14	M-TU	530P-6P		:30	$450.00	06/25-06/26	3	1	3	$1,350.00	

Buyline Comment: 530P NEWS
REINSTATE 1X CXL'D IN ERROR

Sales Remark: V7 REINSTATE 1X CXL'D IN ERROR

V7 More than 2 codes changed

--REPORT TOTALS---

Report Totals: 3 / $1,350.00

--SALES MONTHLY TOTALS--

Jun 12: 57 / $35,400.00 Jul 12: 31 / $12,750.00

Sales Totals: 88 / $48,150.00
Station Totals: 88 / $48,150.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$145,909	CATV	0%	WAVY	33%	WGNT	0%	WPXV	0%	WTKR	23%
		WTVZ	0%	WVBT	4%	WVEC	40%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

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

Books FEB12, MAY11, EMAY12
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE