Rep Order# 6830580 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 07/02/2012 2:07 PM
EC'd Yes **Last Received:** 07/02/2012 1:27 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 82
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //82
Flight Dates 06/29/2012 - 07/03/2012
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 3 ISSUED TO REVISE RATES TO CLEAR &
CXL SPOTS N/A LN'S 1-20, 24-30 AND 30-36
REVISED CONTRACT TOTAL IS $19,400
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	M-TU	6A-7A		:30	$1,000.00	07/02-07/03	2	1	2	$2,000.00	
		Buyline Comment: AM NEWS REVISE RATE TO CLEAR; ADD 1X TO SKED										
		Sales Remark: V3 REVISE RATE TO CLEAR; ADD 1X TO SKED										
		V3 More than 2 codes changed										
	*2	F	6A-7A		:30	$550.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: AM NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*3	F	7A-9A		:30	$700.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: TODAY SHOW CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*4	M-TU	7A-9A		:30	$1,000.00	07/02-07/03	2	1	2	$2,000.00	
		Buyline Comment: TODAY SHOW REVISE RATE TO CLEAR; ADD 1X TO SKED										
		Sales Remark: V3 REVISE RATE TO CLEAR; ADD 1X TO SKED										
		V3 More than 2 codes changed										

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	*5	M-TU	10A-11A		:30	$300.00	07/02-07/03	2	1	2	$600.00	
	*6	F	10A-11A		:30	$125.00	06/29-06/29	0	0	0	$0.00	
	*7	F	12P-1P		:30	$100.00	06/29-06/29	0	0	0	$0.00	
	*8	M-TU	12P-1P		:30	$150.00	07/02-07/03	2	1	2	$300.00	
	*9	M-TU	1P-2P		:30	$250.00	07/02-07/03	2	1	2	$500.00	
	*10	F	1P-2P		:30	$150.00	06/29-06/29	0	0	0	$0.00	

Buyline Comment: TODAY SHOW 3
REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

Buyline Comment: TODAY SHOW 3
CXL DUE N/A

Sales Remark: V3 CXL DUE N/A

V3 More than 2 codes changed

Buyline Comment: NOON NEWS
CXL DUE N/A

Sales Remark: V3 CXL DUE N/A

V3 More than 2 codes changed

Buyline Comment: NOON NEWS
REVISE RATE TO CLEAR; CXL 2X DUE N/A

Sales Remark: V3 REVISE RATE TO CLEAR; CXL 2X DUE N/A

V3 More than 2 codes changed

Buyline Comment: DAYS OF OUR LIVES
REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

Buyline Comment: DAYS OF OUR LIVES
CXL DUE N/A

Sales Remark: V3 CXL DUE N/A

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
	*11	F	4P-5P		:30	$150.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: ANDERSON COOPER CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*12	M-TU	4P-5P		:30	$250.00	07/02-07/03	2	1	2	$500.00	
		Buyline Comment: ANDERSON COOPER REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*13	F	5P-530P		:30	$400.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: 5P NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*14	M-TU	5P-530P		:30	$700.00	07/02-07/03	2	1	2	$1,400.00	
		Buyline Comment: 5P NEWS REVISE RATE TO CLEAR; CXL 2X DUE N/A										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 2X DUE N/A										
		V3 More than 2 codes changed										
	*15	M-TU	530P-6P		:30	$700.00	07/02-07/03	2	1	2	$1,400.00	
		Buyline Comment: 530P NEWS REVISE RATE TO CLEAR; CXL 2X DUE N/A										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 2X DUE N/A										
		V3 More than 2 codes changed										
	*16	F	530P-6P		:30	$450.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: 530P NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										

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	*17	F	6P-630P		:30	$650.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: 6P NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*18	M-TU	6P-630P		:30	$1,000.00	07/02-07/03	2	1	2	$2,000.00	
		Buyline Comment: 6P NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*19	M-TU	630P-7P		:30	$2,000.00	07/02-07/03	1	1	1	$2,000.00	
		Buyline Comment: NBC NIGHTLY NEWS REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*20	F	630P-7P		:30	$1,500.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: NBC NIGHTLY NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*24	F	11P-1135P		:30	$700.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: LATE NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*25	M-TU	5A-6A		:30	$300.00	07/02-07/03	2	1	2	$600.00	
		Buyline Comment: EARLY AM NEWS ADD 1X TO SKED										
		Sales Remark: V3 ADD 1X TO SKED										
		V3 More than 2 codes changed										

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	*26	F	5A-6A		:30	$300.00	06/29-06/29	0	0	0	$0.00	
		Buyline Comment: EARLY AM NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*27	SA	6A-7A		:30	$200.00	06/30-06/30	0	0	0	$0.00	
		Buyline Comment: SATURDAY EARLY AM NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*28	SA	7A-8A		:30	$300.00	06/30-06/30	0	0	0	$0.00	
		Buyline Comment: SATURDAY AM NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*29	SA	8A-10A		:30	$500.00	06/30-06/30	0	0	0	$0.00	
		Buyline Comment: SATURDAY TODAY SHOW CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*30	SA	11P-1130P		:30	$700.00	06/30-06/30	0	0	0	$0.00	
		Buyline Comment: SATURDAY LATE NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*32	SU	6A-7A		:30	$200.00	07/01-07/01	0	0	0	$0.00	
		Buyline Comment: SUNDAY EARLY AM NEWS CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										

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	*33	SU	7A-8A		:30	$300.00	07/01-07/01	0	0	0	$0.00	
				Buyline Comment: SUNDAY AM NEWS CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								
	*34	SU	8A-9A		:30	$600.00	07/01-07/01	0	0	0	$0.00	
				Buyline Comment: SUNDAY TODAY SHOW CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								
	*35	SU	9A-10A		:30	$400.00	07/01-07/01	0	0	0	$0.00	
				Buyline Comment: MEET THE PRESS CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								
	*36	SU	11P-1130P		:30	$800.00	07/01-07/01	0	0	0	$0.00	
				Buyline Comment: SUNDAY LATE NEWS CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								

--REPORT TOTALS---

Report Totals: 21 / $13,300.00

--SALES MONTHLY TOTALS--

Jul 12: 31 / $19,400.00

Sales Totals: 31 / $19,400.00

Station Totals: 31 / $19,400.00

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

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--COMPETITIVE---

Market Totals	$49,744	CATV	0%	WAVY	39%	WGNT	0%	WPXV	0%	WTKR	34%
		WTVZ	21%	WVBT	6%	WVEC	0%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	JUL10, JUL11, EJUL12
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE