Rep Order# 6830580 **Ver#** 5 **Status** Revised **Traffic Order#** **Printed:** 07/16/2012 9:34 AM
EC'd Yes **Last Received:** 07/09/2012 8:14 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 5 ISSUED TO CXL SPOTS MSD LN 31 W/MKGD LN 37;
ADD LN 38 TO SKED FOR MKGD FROM SPOT MSD H.6829644
REVISED CONTRACT TOTAL IS $19,550
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*31	SA	1130P-1A		:30	$350.00	06/30-06/30	0	0	0	$0.00	
		Buyline Comment: SATURDAY NIGHT LIVE CXL SPOTS MSD DUE SPCL RPRT										
		Sales Remark: V5 CXL SPOTS MSD DUE SPCL RPRT										
		V5 More than 2 codes changed										
	*37	TU	5P-530P		:30	$700.00	07/03-07/03	1	1	1	$700.00	
		Buyline Comment: 5PM NEWS MKGD FROM LN 31										
		Sales Remark: V5 MKGD FROM LN 31										
		V5 Added										
	*38	TU	12P-1P		:30	$150.00	07/03-07/03	1	1	1	$150.00	
		Buyline Comment: NOON NEWS ADD TO SKED FOR MKGD FROM H.6829644										
		Sales Remark: V5 ADD TO SKED										
		V5 Added										

--REPORT TOTALS---

Report Totals: 2 / $850.00

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

--SALES MONTHLY TOTALS--

Jul 12: 31 / $19,550.00
Sales Totals: 31 / $19,550.00
Station Totals: 31 / $19,550.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$50,128	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