Rep Order# 6821304 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/05/2012 9:32 AM
EC'd No **Last Received:** 06/05/2012 9:17 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 23
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //23
Flight Dates 06/06/2012 - 06/12/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 58,200
PLS CONFIRM ASAP
THANKS,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	06/11-06/12	4	1	4	$4,000.00	
		Buyline Comment: WAVY NEWS										
	2	W-F	6A-7A		:30	$1,000.00	06/06-06/08	6	1	6	$6,000.00	
		Buyline Comment: WAVY NEWS										
	3	M-TU	7A-9A		:30	$1,000.00	06/11-06/12	4	1	4	$4,000.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	$1,000.00	06/06-06/08	6	1	6	$6,000.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	10A-11A		:30	$250.00	06/11-06/12	2	1	2	$500.00	
		Buyline Comment: TODAY SHOW3										
	6	W-F	10A-11A		:30	$250.00	06/06-06/08	3	1	3	$750.00	
		Buyline Comment: TODAY SHOW3										
	7	M-TU	12P-1P		:30	$125.00	06/11-06/12	4	1	4	$500.00	
		Buyline Comment: NEWS AT NOON										
	8	W-F	12P-1P		:30	$125.00	06/06-06/08	6	1	6	$750.00	
		Buyline Comment: NEWS AT NOON										

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	9	W-F	1P-2P		:30	$175.00	06/06-06/08	3	1	3	$525.00	
		Buyline Comment: DAYS OF OUR LIVES										
	10	M-TU	1P-2P		:30	$175.00	06/11-06/12	2	1	2	$350.00	
		Buyline Comment: DAYS OF OUR LIVES										
	11	W-F	4P-5P		:30	$200.00	06/06-06/08	3	1	3	$600.00	
		Buyline Comment: ANDERSON COOPER										
	12	M-TU	4P-5P		:30	$200.00	06/11-06/12	2	1	2	$400.00	
		Buyline Comment: ANDERSON COOPER										
	13	M-TU	5P-530P		:30	$700.00	06/11-06/12	2	1	2	$1,400.00	
		Buyline Comment: NEWS										
	14	W-F	5P-530P		:30	$700.00	06/06-06/08	3	1	3	$2,100.00	
		Buyline Comment: NEWS										
	15	M-TU	530P-6P		:30	$800.00	06/11-06/12	2	1	2	$1,600.00	
		Buyline Comment: NEWS										
	16	W-TH	530P-6P		:30	$800.00	06/06-06/07	2	1	2	$1,600.00	
		Buyline Comment: NEWS										
	17	W-TH	6P-630P		:30	$1,200.00	06/06-06/07	2	1	2	$2,400.00	
		Buyline Comment: NEWS										
	18	M-TU	6P-630P		:30	$1,200.00	06/11-06/12	2	1	2	$2,400.00	
		Buyline Comment: NEWS										
	19	W-F	7P-730P		:30	$600.00	06/06-06/08	3	1	3	$1,800.00	
		Buyline Comment: ENT TONIGHT 30										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M-TU	7P-730P		:30	$600.00	06/11-06/12	2	1	2	$1,200.00	
		Buyline Comment: ENT TONIGHT 30										
	21	W-F	11P-1130P		:30	$600.00	06/06-06/08	3	1	3	$1,800.00	
		Buyline Comment: NEWS										
	22	M-TU	11P-1130P		:30	$600.00	06/11-06/12	4	1	4	$2,400.00	
		Buyline Comment: NEWS										
	23	W-F	5A-6A		:30	$350.00	06/06-06/08	6	1	6	$2,100.00	
		Buyline Comment: NEWS										
	24	M-TU	5A-6A		:30	$350.00	06/11-06/12	4	1	4	$1,400.00	
		Buyline Comment: NEWS										
	25	SA	6A-7A		:30	$350.00	06/09-06/09	1	1	1	$350.00	
		Buyline Comment: WAVY10 SAT										
	26	SA	7A-8A		:30	$400.00	06/09-06/09	2	1	2	$800.00	
		Buyline Comment: WAVY10 SAT										
	27	SA	8A-10A		:30	$600.00	06/09-06/09	2	1	2	$1,200.00	
		Buyline Comment: SAT TODAY										
	28	SA	3P-6P		:30	$500.00	06/09-06/09	2	1	2	$1,000.00	
		Buyline Comment: STANLEY CUP GAME 5										
	29	SA	5P-7P		:30	$600.00	06/09-06/09	2	1	2	$1,200.00	
		Buyline Comment: BELMONT STAKES										
	30	SA	7P-8P		:30	$175.00	06/09-06/09	1	1	1	$175.00	
		Buyline Comment: ENT. TONITE60										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	SA	11P-1130P		:30	$500.00	06/09-06/09	2	1	2	$1,000.00	
			Buyline Comment: NEWS									
	32	SA	1130P-1A		:30	$500.00	06/09-06/09	2	1	2	$1,000.00	
			Buyline Comment: SNL									
	33	SU	6A-7A		:30	$350.00	06/10-06/10	2	1	2	$700.00	
			Buyline Comment: WAVY10 SUN									
	34	SU	7A-8A		:30	$400.00	06/10-06/10	2	1	2	$800.00	
			Buyline Comment: WAVY10 SUN									
	35	SU	8A-9A		:30	$600.00	06/10-06/10	2	1	2	$1,200.00	
			Buyline Comment: SUN TODAY									
	36	SU	9A-10A		:30	$800.00	06/10-06/10	1	1	1	$800.00	
			Buyline Comment: MEET THE PRESS									
	37	SU	6P-7P		:30	$300.00	06/10-06/10	2	1	2	$600.00	
			Buyline Comment: NEWS									
	38	SU	11P-1130P		:30	$800.00	06/10-06/10	1	1	1	$800.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 104 / $58,200.00

--SALES MONTHLY TOTALS--

Jun 12: 104 / $58,200.00

Sales Totals: 104 / $58,200.00

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Station Totals: 104 / $58,200.00

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

---COMPETITIVE---

Market Totals	$145,500	CATV	0%	WAVY	40%	WGNT	0%	WPXV	0%	WTKR	24%		
		WTVZ	0%	WVBT	4%	WVEC	32%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE