Rep Order# 6821304 **Ver#** 5 **Status** Revised **Traffic Order#**
EC'd Yes

Printed: 06/16/2012 2:41 PM
Last Received: 06/15/2012 8:52 PM
Showing Buylines: All Rep & Sta Revised 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 --

VER 5 ISSUED TO CXL SPOTS N/A ON LN'S 6,
9 & 36 W/MKGD'S ADDED LN'S 39-42 PER V.4
CONTRACT TOTAL REMAINS $58,200
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	W-F	10A-11A		:30	$250.00	06/06-06/08	2	1	2	$500.00	
				Buyline Comment: TODAY SHOW 3 CXL 1X MSD DUE SPCL RPRT 6/8								
				Sales Remark: V5 CXL 1X MSD DUE SPCL RPRT 6/8								
				V5 More than 2 codes changed								
	*9	W-F	1P-2P		:30	$175.00	06/06-06/08	2	1	2	$350.00	
				Buyline Comment: DAYS OF OUR LIVES CXL 1X N/A DUE PRGM CHANGE 6/8								
				Sales Remark: V5 CXL 1X N/A DUE PRGM CHANGE 6/8								
				V5 More than 2 codes changed								
	*36	SU	9A-10A		:30	$800.00	06/10-06/10	0	0	0	$0.00	
				Buyline Comment: MEET THE PRESS CXL DUE N/A DUE PRGM CHANGE								
				Sales Remark: V5 CXL DUE N/A DUE PRGM CHANGE								
				V5 More than 2 codes changed								
	*39	TU	10A-11A		:30	$250.00	06/12-06/12	1	1	1	$250.00	
				Buyline Comment: TODAY SHOW 3 MKGD FROM LN 6								
				Sales Remark: V5 MKGD FROM LN 6								
				V5 Added								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*40	M-TU	2P-3P		:30	$125.00	06/11-06/12	1	1	1	$125.00	
		Buyline Comment: THE DOCTORS MKGD FROM LN 9										
		Sales Remark: V5 MKGD FROM LN 9										
		V5 Added										
	*41	M-TU	430A-459A		:30	$50.00	06/11-06/12	1	1	1	$50.00	
		Buyline Comment: EARLY TODAY MKGD FROM LN 9										
		Sales Remark: V5 MKGD FROM LN 9										
		V5 Added										
	*42	SA-SU	9A-12P		:30	$200.00	06/09-06/10	4	1	4	$800.00	
		Buyline Comment: 2012 FRENCH OPEN TENNIS MKGD FROM LN 36										
		Sales Remark: V5 MKGD FROM LN 36										
		V5 Added										

---REPORT TOTALS---

Report Totals: 11 / $2,075.00

---SALES MONTHLY TOTALS---

Jun 12: 108 / $58,200.00

Sales Totals: 108 / $58,200.00

Station Totals: 108 / $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

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Books null
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE