Rep Order# 6831995 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/10/2012 10:37 AM
EC'd Yes **Last Received:** 07/10/2012 9:56 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 96
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //96
Flight Dates 07/11/2012 - 07/17/2012
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 POLITICAL CONTRACT
TOTAL 56,100
PLS CONFIRM ASPA
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	07/16-07/17	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	2	W-F	6A-7A		:30	$1,000.00	07/11-07/13	3	1	3	$3,000.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A		:30	$1,000.00	07/16-07/17	4	1	4	$4,000.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	$1,000.00	07/11-07/13	6	1	6	$6,000.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	10A-11A		:30	$300.00	07/16-07/17	2	1	2	$600.00	
		Buyline Comment: TODAY SHOW3										
	6	W-F	10A-11A		:30	$300.00	07/11-07/13	3	1	3	$900.00	
		Buyline Comment: TODAY SHOW3										
	7	M-TU	12P-1P		:30	$150.00	07/16-07/17	4	1	4	$600.00	
		Buyline Comment: NEWS AT NOON										
	8	W-F	12P-1P		:30	$150.00	07/11-07/13	6	1	6	$900.00	
		Buyline Comment: NEWS AT NOON										

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	9	M-TU	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	$250.00	07/16-07/17	2	1	2	$500.00	
	10	W-F	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	$250.00	07/11-07/13	3	1	3	$750.00	
	11	M-TU	4P-5P	Buyline Comment: ANDERSON COOPER	:30	$250.00	07/16-07/17	2	1	2	$500.00	
	12	W-F	4P-5P	Buyline Comment: ANDERSON COOPER	:30	$250.00	07/11-07/13	3	1	3	$750.00	
	13	M-TU	5P-530P	Buyline Comment: NEWS AT 5P	:30	$700.00	07/16-07/17	4	1	4	$2,800.00	
	14	W-F	5P-530P	Buyline Comment: NEWS AT 5P	:30	$700.00	07/11-07/13	3	1	3	$2,100.00	
	15	M-TU	530P-6P	Buyline Comment: NEWS AT 530P	:30	$700.00	07/16-07/17	4	1	4	$2,800.00	
	16	W-F	530P-6P	Buyline Comment: NEWS AT 530P	:30	$700.00	07/11-07/13	3	1	3	$2,100.00	
	17	M-TU	6P-630P	Buyline Comment: NEWS AT 6P	:30	$1,000.00	07/16-07/17	2	1	2	$2,000.00	
	18	W-F	6P-630P	Buyline Comment: NEWS AT 6P	:30	$1,000.00	07/11-07/13	3	1	3	$3,000.00	
	19	M-TU	7P-730P	Buyline Comment: ENT TONIGHT	:30	$900.00	07/16-07/17	2	1	2	$1,800.00	

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	20	W-F	7P-730P		:30	$900.00	07/11-07/13	3	1	3	$2,700.00	
		Buyline Comment: ENT TONIGHT										
	21	M-TU	11P-1130P		:30	$800.00	07/16-07/17	4	1	4	$3,200.00	
		Buyline Comment: NEWS										
	22	W-F	11P-1130P		:30	$800.00	07/11-07/13	3	1	3	$2,400.00	
		Buyline Comment: NEWS										
	23	M-TU	5A-6A		:30	$350.00	07/16-07/17	4	1	4	$1,400.00	
		Buyline Comment: NEWS										
	24	W-F	5A-6A		:30	$350.00	07/11-07/13	6	1	6	$2,100.00	
		Buyline Comment: NEWS										
	25	SA	6A-7A		:30	$300.00	07/14-07/14	2	1	2	$600.00	
		Buyline Comment: WAVY10 SAT AT 6A										
	26	SA	7A-8A		:30	$400.00	07/14-07/14	2	1	2	$800.00	
		Buyline Comment: WAVY10 SAT MRN										
	27	SA	3P-6P		:30	$200.00	07/14-07/14	1	1	1	$200.00	
		Buyline Comment: US SENIOR OPEN GOLF										
	28	SA	11P-1130P		:30	$800.00	07/14-07/14	2	1	2	$1,600.00	
		Buyline Comment: NEWS										
	29	SA	1130P-1A		:30	$400.00	07/14-07/14	2	1	2	$800.00	
		Buyline Comment: SNL										
	30	SU	6A-7A		:30	$300.00	07/15-07/15	2	1	2	$600.00	
		Buyline Comment: WAVY 10 SUN 6A										

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	31	SU	7A-8A		:30	$400.00	07/15-07/15	2	1	2	$800.00	
			Buyline Comment: WAVY 10 SUN MRN									
	32	SU	9A-10A		:30	$800.00	07/15-07/15	1	1	1	$800.00	
			Buyline Comment: MEET THE PRESS									
	33	SU	3P-6P		:30	$200.00	07/15-07/15	1	1	1	$200.00	
			Buyline Comment: US SENIOR OPEN GOLF									
	34	SU	11P-1130P		:30	$800.00	07/15-07/15	1	1	1	$800.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 97 / $56,100.00

---SALES MONTHLY TOTALS---

Jul 12: 97 / $56,100.00

Sales Totals: 97 / $56,100.00

Station Totals: 97 / $56,100.00

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

---COMPETITIVE---

Market Totals	$133,571	CATV	0%	WAVY	42%	WGNT	0%	WPXV	0%	WTKR	25%
		WTVZ	0%	WVBT	5%	WVEC	28%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

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-- CREDIT RISK ---

CASH IN ADVANCE