Rep Order# 6833375 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/13/2012 4:32 PM
EC'd Yes **Last Received:** 07/13/2012 3:05 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 114
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //114
Flight Dates 07/18/2012 - 07/24/2012
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 55,550
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A		:30	$1,000.00	07/18-07/20	3	1	3	$3,000.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A		:30	$1,000.00	07/23-07/24	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A		:30	$1,000.00	07/23-07/24	4	1	4	$4,000.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	$1,000.00	07/18-07/20	6	1	6	$6,000.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	10A-11A		:30	$300.00	07/23-07/24	2	1	2	$600.00	
		Buyline Comment: TODAY SHOW3										
	6	W-F	10A-11A		:30	$300.00	07/18-07/20	3	1	3	$900.00	
		Buyline Comment: TODAY SHOW3										
	7	M-TU	12P-1P		:30	$150.00	07/23-07/24	4	1	4	$600.00	
		Buyline Comment: NEWS AT NOON										
	8	W-TH	12P-1P		:30	$150.00	07/18-07/19	4	1	4	$600.00	
		Buyline Comment: NEWS AT NOON										

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	9	F	12P-1P		:30	$150.00	07/20-07/20	1	1	1	$150.00	
		Buyline Comment: NEWS AT NOON										
	10	W-F	1P-2P		:30	$250.00	07/18-07/20	3	1	3	$750.00	
		Buyline Comment: DAY OF OUR LIVES										
	11	M-TU	1P-2P		:30	$250.00	07/23-07/24	2	1	2	$500.00	
		Buyline Comment: DAY OF OUR LIVES										
	12	M-TU	4P-5P		:30	$250.00	07/23-07/24	2	1	2	$500.00	
		Buyline Comment: ANDERSON COOPER										
	13	W-F	4P-5P		:30	$250.00	07/18-07/20	3	1	3	$750.00	
		Buyline Comment: ANDERSON COOPER										
	14	W-F	5P-530P		:30	$700.00	07/18-07/20	3	1	3	$2,100.00	
		Buyline Comment: NEWS AT 5P										
	15	M-TU	5P-530P		:30	$700.00	07/23-07/24	4	1	4	$2,800.00	
		Buyline Comment: NEWS AT 5P										
	16	M-TU	530P-6P		:30	$700.00	07/23-07/24	4	1	4	$2,800.00	
		Buyline Comment: NEWS AT 530P										
	17	W-F	530P-6P		:30	$700.00	07/18-07/20	3	1	3	$2,100.00	
		Buyline Comment: NEWS AT 530P										
	18	M-TU	6P-630P		:30	$1,000.00	07/23-07/24	2	1	2	$2,000.00	
		Buyline Comment: NEWS AT 6P										
	19	W-F	6P-630P		:30	$1,000.00	07/18-07/20	3	1	3	$3,000.00	
		Buyline Comment: NEWS AT 6P										

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	20	M-TU	7P-730P		:30	$900.00	07/23-07/24	2	1	2	$1,800.00	
			Buyline Comment: ENT TONIGHT									
	21	W-F	7P-730P		:30	$900.00	07/18-07/20	3	1	3	$2,700.00	
			Buyline Comment: ENT TONIGHT									
	22	M-TU	11P-1130P		:30	$800.00	07/23-07/24	4	1	4	$3,200.00	
			Buyline Comment: NEWS AT 11P									
	23	W-F	11P-1130P		:30	$800.00	07/18-07/20	3	1	3	$2,400.00	
			Buyline Comment: NEWS AT 11P									
	24	M-TU	5A-6A		:30	$350.00	07/23-07/24	4	1	4	$1,400.00	
			Buyline Comment: NEWS									
	25	W-F	5A-6A		:30	$350.00	07/18-07/20	6	1	6	$2,100.00	
			Buyline Comment: NEWS									
	26	SA	6A-7A		:30	$300.00	07/21-07/21	2	1	2	$600.00	
			Buyline Comment: WAVY 6A									
	27	SA	7A-8A		:30	$400.00	07/21-07/21	2	1	2	$800.00	
			Buyline Comment: WAVY SAT MRN									
	28	SA	11P-1130P		:30	$800.00	07/21-07/21	2	1	2	$1,600.00	
			Buyline Comment: WAVY NEWS AT 11P									
	29	SA	1130P-1A		:30	$400.00	07/21-07/21	2	1	2	$800.00	
			Buyline Comment: SNL									
	30	SU	6A-7A		:30	$300.00	07/22-07/22	2	1	2	$600.00	
			Buyline Comment: WAVY 6A									

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	31	SU	7A-8A		:30	$400.00	07/22-07/22	2	1	2	$800.00	
			Buyline Comment: WAVY SUN MRN									
	32	SU	9A-10A		:30	$800.00	07/22-07/22	1	1	1	$800.00	
			Buyline Comment: MEET THE PRESS									
	33	SU	11P-1130P		:30	$800.00	07/22-07/22	1	1	1	$800.00	
			Buyline Comment: WAVY NEWS AT 11P									

---REPORT TOTALS---

Report Totals: 94 / $55,550.00

---SALES MONTHLY TOTALS---

Jul 12: 94 / $55,550.00

Sales Totals: 94 / $55,550.00

Station Totals: 94 / $55,550.00

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

---COMPETITIVE---

Market Totals	$138,875	CATV	0%	WAVY	40%	WGNT	0%	WPXV	0%	WTKR	28%
		WTVZ	0%	WVBT	5%	WVEC	27%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE