Rep Order# 6833375 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 07/17/2012 1:51 PM
EC'd Yes **Last Received:** 07/17/2012 11:52 AM
Showing Buylines: All Rep Revised 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 --

VER 3 ADD TO SKED LNS 34-54
REVISED TOTAL 93,100
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*34	W-F	6A-7A		:30	$1,000.00	07/18-07/20	3	1	3	$3,000.00	
		Buyline Comment: AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*35	M-TU	6A-7A		:30	$1,000.00	07/23-07/24	2	1	2	$2,000.00	
		Buyline Comment: AM NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*36	W-F	10A-11A		:30	$300.00	07/18-07/20	3	1	3	$900.00	
		Buyline Comment: TODAY SHOW 3 ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*37	M-TU	10A-11A		:30	$300.00	07/23-07/24	2	1	2	$600.00	
		Buyline Comment: TODAY SHOW 3 ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*38	W-F	12P-1P		:30	$150.00	07/18-07/20	1	1	1	$150.00	
		Buyline Comment: NEW AT NOON ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*39	W-F	1P-2P		:30	$250.00	07/18-07/20	3	1	3	$750.00	
		Buyline Comment: DAYS OF OUR LIVES ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*40	M-TU	1P-2P		:30	$250.00	07/23-07/24	2	1	2	$500.00	
		Buyline Comment: DAYS OF OUR LIVES ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*41	W-F	4P-5P		:30	$250.00	07/18-07/20	3	1	3	$750.00	
		Buyline Comment: ANDERSON COOPER ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*42	M-TU	4P-5P		:30	$250.00	07/23-07/24	2	1	2	$500.00	
		Buyline Comment: ANDERSON COOPER ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*43	W-F	5P-530P		:30	$700.00	07/18-07/20	3	1	3	$2,100.00	
		Buyline Comment: NEWS AT 5P ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*44	W-F	530P-6P		:30	$700.00	07/18-07/20	3	1	3	$2,100.00	
		Buyline Comment: NEWS AT 530P ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*45	W-F	6P-630P		:30	$1,000.00	07/18-07/20	3	1	3	$3,000.00	
		Buyline Comment: NEWS AT 6P ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*46	M-TU	6P-630P		:30	$1,000.00	07/23-07/24	2	1	2	$2,000.00	
		Buyline Comment: NEWS AT 6P ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*47	W-F	11P-1135P		:30	$800.00	07/18-07/20	3	1	3	$2,400.00	
		Buyline Comment: LATE NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*48	SU	11P-1130P		:30	$800.00	07/22-07/22	1	1	1	$800.00	
		Buyline Comment: LATE NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*49	W-F	9A-10A		:30	$350.00	07/18-07/20	6	1	6	$2,100.00	
		Buyline Comment: TODAY SHOW 2 ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*50	M-TU	9A-10A		:30	$350.00	07/23-07/24	4	1	4	$1,400.00	
		Buyline Comment: TODAY SHOW 2 ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*51	W-F	630P-7P		:30	$2,000.00	07/18-07/20	2	1	2	$4,000.00	
		Buyline Comment: NIGHTLY NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*52	M-TU	630P-7P		:30	$2,000.00	07/23-07/24	2	1	2	$4,000.00	
		Buyline Comment: NIGHTLY NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*53	W-F	7P-730P		:30	$900.00	07/18-07/20	3	1	3	$2,700.00	
		Buyline Comment: ENT TONIGHT ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*54	M-TU	7P-730P		:30	$900.00	07/23-07/24	2	1	2	$1,800.00	
		Buyline Comment: ENT TONIGHT ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

---REPORT TOTALS---

Report Totals: 55 / $37,550.00

---SALES MONTHLY TOTALS---

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

Jul 12: 149 / $93,100.00

Sales Totals: 149 / $93,100.00

Station Totals: 149 / $93,100.00

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

---COMPETITIVE---

Market Totals	$232,750	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