Rep Order# 6833375 **Ver#** 5 **Status** Revised **Traffic Order#**
EC'd Yes

Printed: 07/25/2012 4:28 PM
Last Received: 07/25/2012 10:41 AM
Showing Buylines: All Rep & Sta 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 5 ISSUED TO CXL SPOT MSD LN 10 W/MKGD LN 55
CONTRACT TOTAL REMAINS $93,100
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*10	W-F	1P-2P		:30	$250.00	07/18-07/20	2	1	2	$500.00	
		Buyline Comment: DAY OF OUR LIVES CXL 1X MSD DUE SPCL RPRT 7/20										
		Sales Remark: V5 CXL 1X MSD DUE SPCL RPRT 7/20										
		V5 More than 2 codes changed										
	*55	M	1P-2P		:30	$250.00	07/23-07/23	1	1	1	$250.00	
		Buyline Comment: DAY OF OUR LIVES MKGD FROM LN 10										
		Sales Remark: V5 MKGD FROM LN 10										
		V5 Added										

--REPORT TOTALS---

Report Totals: 3 / $750.00

--SALES MONTHLY TOTALS--

Jul 12: 149 / $93,100.00
Sales Totals: 149 / $93,100.00
Station Totals: 149 / $93,100.00

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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