Rep Order# 6831095 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/02/2012 3:29 PM
EC'd Yes **Last Received:** 07/02/2012 3:03 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 93
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //93
Flight Dates 07/04/2012 - 07/10/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

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

-- CONTRACT COMMENT --

CLIENT: ROMNEY FOR PRESIDENT, INC. SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS $46,650
PLS CONFIRM ASAP
THANKS ANJIE FOR 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	07/09-07/10	2	1	2	$2,000.00	
		Buyline Comment: AM NEWS										
	2	W-F	6A-7A		:30	$1,000.00	07/04-07/06	3	1	3	$3,000.00	
		Buyline Comment: AM NEWS										
	3	W-F	7A-9A		:30	$700.00	07/04-07/06	6	1	6	$4,200.00	
		Buyline Comment: TODAY SHOW										
	4	M-TU	7A-9A		:30	$1,000.00	07/09-07/10	2	1	2	$2,000.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	10A-11A		:30	$300.00	07/09-07/10	2	1	2	$600.00	
		Buyline Comment: TODAY SHOW 3										
	6	W-F	10A-11A		:30	$300.00	07/04-07/06	3	1	3	$900.00	
		Buyline Comment: TODAY SHOW 3										
	7	M-TU	12P-1P		:30	$150.00	07/09-07/10	4	1	4	$600.00	
		Buyline Comment: NOON NEWS										
	8	W-F	12P-1P		:30	$150.00	07/04-07/06	6	1	6	$900.00	
		Buyline Comment: NOON NEWS										

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	9	M-TU	1P-2P		:30	$250.00	07/09-07/10	2	1	2	$500.00	
		Buyline Comment: DAYS OF OUR LIVES										
	10	W-F	1P-2P		:30	$250.00	07/04-07/06	3	1	3	$750.00	
		Buyline Comment: DAYS OF OUR LIVES										
	11	M-TU	4P-5P		:30	$250.00	07/09-07/10	2	1	2	$500.00	
		Buyline Comment: ANDERSON COOPER										
	12	W-F	4P-5P		:30	$250.00	07/04-07/06	3	1	3	$750.00	
		Buyline Comment: ANDERSON COOPER										
	13	M-TU	5P-530P		:30	$700.00	07/09-07/10	4	1	4	$2,800.00	
		Buyline Comment: 5P NEWS										
	14	W-F	5P-530P		:30	$700.00	07/04-07/06	3	1	3	$2,100.00	
		Buyline Comment: 5P NEWS										
	15	M-TU	530P-6P		:30	$700.00	07/09-07/10	4	1	4	$2,800.00	
		Buyline Comment: 530P NEWS										
	16	W-F	530P-6P		:30	$700.00	07/04-07/06	3	1	3	$2,100.00	
		Buyline Comment: 530P NEWS										
	17	M-TU	6P-630P		:30	$1,000.00	07/09-07/10	2	1	2	$2,000.00	
		Buyline Comment: 6P NEWS										
	18	W-F	6P-630P		:30	$1,000.00	07/04-07/06	3	1	3	$3,000.00	
		Buyline Comment: 6P NEWS										
	19	M-TU	7P-730P		:30	$700.00	07/09-07/10	2	1	2	$1,400.00	
		Buyline Comment: ENTERTAINMENT TONIGHT										

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	20	W-F	7P-730P		:30	$700.00	07/04-07/06	2	1	2	$1,400.00	
			Buyline Comment: ENTERTAINMENT TONIGHT									
	21	M-TU	11P-1135P		:30	$800.00	07/09-07/10	4	1	4	$3,200.00	
			Buyline Comment: LATE NEWS									
	22	W-F	11P-1135P		:30	$800.00	07/04-07/06	2	1	2	$1,600.00	
			Buyline Comment: LATE NEWS									
	23	M-TU	5A-6A		:30	$350.00	07/09-07/10	1	1	1	$350.00	
			Buyline Comment: EARLY AM NEWS									
	24	W-F	5A-6A		:30	$350.00	07/04-07/06	2	1	2	$700.00	
			Buyline Comment: EARLY AM NEWS									
	25	SA	6A-7A		:30	$300.00	07/07-07/07	1	1	1	$300.00	
			Buyline Comment: SATURDAY EARLY AM NEWS									
	26	SA	7A-8A		:30	$400.00	07/07-07/07	2	1	2	$800.00	
			Buyline Comment: SATURDAY AM NEWS									
	27	SA	11P-1130P		:30	$800.00	07/07-07/07	2	1	2	$1,600.00	
			Buyline Comment: SATURDAY LATE NEWS									
	28	SA	1130P-1A		:30	$400.00	07/07-07/07	2	1	2	$800.00	
			Buyline Comment: SATURDAY NIGHT LIVE									
	29	SU	6A-7A		:30	$300.00	07/08-07/08	2	1	2	$600.00	
			Buyline Comment: SUNDAY EARLY AM NEWS									
	30	SU	7A-8A		:30	$400.00	07/08-07/08	2	1	2	$800.00	
			Buyline Comment: SUNDAY AM NEWS									

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	31	SU	9A-10A		:30	$800.00	07/08-07/08	1	1	1	$800.00	
			Buyline Comment: MEET THE PRESS									
	32	SU	11P-1130P		:30	$800.00	07/08-07/08	1	1	1	$800.00	
			Buyline Comment: SUNDAY LATE NEWS									

---REPORT TOTALS---

Report Totals: 83 / $46,650.00

---SALES MONTHLY TOTALS---

Jul 12: 83 / $46,650.00

Sales Totals: 83 / $46,650.00

Station Totals: 83 / $46,650.00

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

---COMPETITIVE---

Market Totals	$111,071	CATV	0%	WAVY	42%	WGNT	0%	WPXV	0%	WTKR	31%
		WTVZ	0%	WVBT	6%	WVEC	21%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE