Rep Order# 6831095 **Ver#** 3 **Status** Revised **Traffic Order#**
EC'd Yes

Printed: 07/25/2012 4:20 PM
Last Received: 07/25/2012 10:37 AM
Showing Buylines: All Rep & Sta Revised 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 --

VER 3 ISSUED TO CXL SPOT N/A ON LN 31;
REVISE RATE TO CLEAR & CXL 1X N/A LN 3
CONTRACT TOTAL REMAINS $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
	*3	W-F	7A-9A		:30	$1,000.00	07/04-07/06	5	1	5	$5,000.00	
		Buyline Comment: TODAY SHOW REVISE RATE TO CLEAR; CXL 1X DUE N/A										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 1X DUE N/A										
		V3 More than 2 codes changed										
	*31	SU	9A-10A		:30	$800.00	07/08-07/08	0	0	0	$0.00	
		Buyline Comment: MEET THE PRESS CXL DUE N/A DUE SPORTS										
		Sales Remark: V3 CXL DUE N/A DUE SPORTS										
		V3 More than 2 codes changed										

--REPORT TOTALS---

Report Totals: 5 / $5,000.00

--SALES MONTHLY TOTALS--

Jul 12: 81 / $46,650.00
Sales Totals: 81 / $46,650.00

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Station Totals: 81 / $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