Rep Order# 6843865 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 08/20/2012 12:48 PM
EC'd Yes **Last Received:** 08/20/2012 11:26 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 176
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //176
Flight Dates 08/22/2012 - 08/28/2012
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 CONTRACT
TOTAL 83,100
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	$1,500.00	08/22-08/24	6	1	6	$9,000.00	
		Buyline Comment: NEWS										
	2	W-F	7A-9A		:30	$1,500.00	08/22-08/24	6	1	6	$9,000.00	
		Buyline Comment: TODAY SHOW										
	3	W-F	9A-10A		:30	$350.00	08/22-08/24	6	1	6	$2,100.00	
		Buyline Comment: TODAY SHOW 2										
	4	W-F	10A-11A		:30	$300.00	08/22-08/24	6	1	6	$1,800.00	
		Buyline Comment: TODAY SHOW 3										
	5	W-F	12P-1P		:30	$250.00	08/22-08/24	6	1	6	$1,500.00	
		Buyline Comment: NEWS AT NOON										
	6	W-F	1P-2P		:30	$300.00	08/22-08/24	6	1	6	$1,800.00	
		Buyline Comment: DAYS OF OUR LIVES										
	7	W-F	4P-5P		:30	$250.00	08/22-08/24	6	1	6	$1,500.00	
		Buyline Comment: ANDERSON COOPER										
	8	W-F	5P-530P		:30	$900.00	08/22-08/24	6	1	6	$5,400.00	
		Buyline Comment: WAVY NEWS										

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	9	W-F	530P-6P		:30	$900.00	08/22-08/24	6	1	6	$5,400.00	
		Buyline Comment: WAVY NEWS										
	10	W-F	6P-630P		:30	$1,500.00	08/22-08/24	6	1	6	$9,000.00	
		Buyline Comment: WAVY NEWS										
	11	W	630P-7P		:30	$2,500.00	08/22-08/22	1	1	1	$2,500.00	
		Buyline Comment: NBC NIGHTLY NEWS										
	12	W-F	7P-730P		:30	$900.00	08/22-08/24	6	1	6	$5,400.00	
		Buyline Comment: ENT TONIGHT										
	13	W-F	730P-8P		:30	$900.00	08/22-08/24	6	1	6	$5,400.00	
		Buyline Comment: INSIDER										
	14	W-F	11P-1130P		:30	$1,200.00	08/22-08/24	6	1	6	$7,200.00	
		Buyline Comment: WAVY NEWS										
	15	W-F	1130P-12A		:30	$350.00	08/22-08/24	6	1	6	$2,100.00	
		Buyline Comment: TONITE SHOW										
	16	W-F	5A-6A		:30	$500.00	08/22-08/24	6	1	6	$3,000.00	
		Buyline Comment: NEWS										
	17	SA	6A-7A		:30	$300.00	08/25-08/25	2	1	2	$600.00	
		Buyline Comment: NEWS										
	18	SA	7A-8A		:30	$400.00	08/25-08/25	1	1	1	$400.00	
		Buyline Comment: WAVY SAT MRN										
	19	SA	9A-10A		:30	$800.00	08/25-08/25	2	1	2	$1,600.00	
		Buyline Comment: SAT TODAY										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	SA	6P-630P		:30	$500.00	08/25-08/25	1	1	1	$500.00	
			Buyline Comment: NEWS									
	21	SA	10P-11P		:30	$700.00	08/25-08/25	1	1	1	$700.00	
			Buyline Comment: LAW AND ORDER LA									
	22	SA	1130P-1A		:30	$500.00	08/25-08/25	2	1	2	$1,000.00	
			Buyline Comment: SNL									
	23	SU	6A-7A		:30	$300.00	08/26-08/26	2	1	2	$600.00	
			Buyline Comment: NEWS									
	24	SU	7A-8A		:30	$400.00	08/26-08/26	2	1	2	$800.00	
			Buyline Comment: NEWS									
	25	SU	8A-9A		:30	$800.00	08/26-08/26	2	1	2	$1,600.00	
			Buyline Comment: SUN TODAY									
	26	SU	9A-10A		:30	$1,200.00	08/26-08/26	1	1	1	$1,200.00	
			Buyline Comment: MEET THE PRESS									
	27	SU	6P-7P		:30	$400.00	08/26-08/26	2	1	2	$800.00	
			Buyline Comment: WAVY NEWS									
	28	SU	11P-1130P		:30	$1,200.00	08/26-08/26	1	1	1	$1,200.00	
			Buyline Comment: NEWS									

--REPORT TOTALS---

Report Totals: 110 / $83,100.00

--SALES MONTHLY TOTALS--

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Salesperson FAX# 215-567-5938

Aug 12: 110 / $83,100.00 Sep 12: 0 / $0.00

Sales Totals: 110 / $83,100.00

Station Totals: 110 / $83,100.00

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

---COMPETITIVE---

Market Totals	$176,809	CATV	0%	WAVY	47%	WGNT	0%	WPXV	0%	WTKR	25%
		WTVZ	0%	WVBT	6%	WVEC	22%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE