Rep Order# 6821806 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 10/03/2012 3:38 PM
EC'd Yes **Last Received:** 10/03/2012 12:49 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2638
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2638
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: SCOTT RIGELL FOR CONGRESS SC=*

-- REMARKS --

VER 3 ISSUED TO REVISE SKED TO MATCH REVISED ORDER
REVISED CONTRACT TOTAL IS $25,350
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	TU	5A-6A	WAVY NEWS-5A	:30	$300.00	10/02-10/02	1	1	1	$300.00	
Rating: 5.1												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*4	F	5A-6A	WAVY NEWS-5A	:30	$300.00	10/05-10/05	0	0	0	$0.00	
Rating: 5.1												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*5	M	5A-6A	WAVY NEWS-5A	:30	$300.00	10/08-10/08	0	0	0	$0.00	
Rating: 5.1												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*6	TU	6A-7A	WAVY NEWS-6A	:30	$700.00	10/02-10/02	1	1	1	$700.00	
Rating: 6.1												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*8	TH	6A-7A	WAVY NEWS-6A	:30	$700.00	10/04-10/04	0	0	0	$0.00	

Rating: 6.1
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*9	F	6A-7A	WAVY NEWS-6A	:30	$700.00	10/05-10/05	0	0	0	$0.00	

Rating: 6.1
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*10	M	6A-7A	WAVY NEWS-6A	:30	$700.00	10/08-10/08	0	0	0	$0.00	

Rating: 6.1
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*11	TU	7A-9A	TODAY SHW	:30	$700.00	10/02-10/02	1	1	1	$700.00	

Rating: 6.1
Sales Remark: V3 .
V3 More than 2 codes changed

	*12	W	7A-9A	TODAY SHW	:30	$700.00	10/03-10/03	0	0	0	$0.00	

Rating: 6.1
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*14	F	7A-9A	TODAY SHW	:30	$700.00	10/05-10/05	0	0	0	$0.00	

Rating: 6.1
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*15	M	7A-9A	TODAY SHW	:30	$700.00	10/08-10/08	0	0	0	$0.00	
Rating: 6.1												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*16	TU	430A-5A	WAVY NEWS-430A<	:30	$60.00	10/02-10/02	1	1	1	$60.00	
Rating: 1.4												
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*18	TH	430A-5A	WAVY NEWS-430A<	:30	$60.00	10/04-10/04	1	1	1	$60.00	
Rating: 1.4												
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*19	F	430A-5A	WAVY NEWS-430A<	:30	$60.00	10/05-10/05	0	0	0	$0.00	
Rating: 1.4												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*20	M	430A-5A	WAVY NEWS-430A<	:30	$60.00	10/08-10/08	0	0	0	$0.00	
Rating: 1.4												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*21	SA	6A-7A	WAVY NWS SAT6A	:30	$100.00	10/06-10/06	0	0	0	$0.00	
Rating: 3.1												
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*23	SA	8A-10A	SATURDAY TODAY	:30	$300.00	10/06-10/06	0	0	0	$0.00	

Rating: 4.2
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*25	SU	7A-8A	WAVY NWS SUN7A	:30	$200.00	10/07-10/07	0	0	0	$0.00	

Rating: 5.8
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*27	SU	9A-10A	MEET PRESS-SUN	:30	$800.00	10/07-10/07	0	0	0	$0.00	

Rating: 3.9
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*28	TU	12P-1P	WAVY NEWS10-NN<	:30	$200.00	10/02-10/02	1	1	1	$200.00	

Rating: 1.4
Sales Remark: V3 .
V3 More than 2 codes changed

	*29	W	12P-1P	WAVY NEWS10-NN<	:30	$200.00	10/03-10/03	0	0	0	$0.00	

Rating: 1.4
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*31	F	12P-1P	WAVY NEWS10-NN<	:30	$200.00	10/05-10/05	0	0	0	$0.00	

Rating: 1.4
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*32	M	12P-1P	WAVY NEWS10-NN<	:30	$200.00	10/08-10/08	0	0	0	$0.00	

Rating: 1.4
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*33	TU	4P-5P	ANDERSON<	:30	$175.00	10/02-10/02	1	1	1	$175.00	

Rating: 1.6
Sales Remark: V3 .
V3 More than 2 codes changed

	*34	W	4P-5P	ANDERSON<	:30	$175.00	10/03-10/03	0	0	0	$0.00	

Rating: 1.6
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*35	TH	4P-5P	ANDERSON<	:30	$175.00	10/04-10/04	0	0	0	$0.00	

Rating: 1.6
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*36	F	4P-5P	ANDERSON<	:30	$175.00	10/05-10/05	0	0	0	$0.00	

Rating: 1.6
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*37	M	4P-5P	ANDERSON<	:30	$175.00	10/08-10/08	0	0	0	$0.00	

Rating: 1.6
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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	*38	TU	5P-530P	WAVY NEWS10-5<	:30	$700.00	10/02-10/02	1	1	1	$700.00	
Rating: 3.8												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*40	TH	5P-530P	WAVY NEWS10-5<	:30	$700.00	10/04-10/04	0	0	0	$0.00	
Rating: 3.8												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*41	F	5P-530P	WAVY NEWS10-5<	:30	$700.00	10/05-10/05	0	0	0	$0.00	
Rating: 3.8												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*42	M	5P-530P	WAVY NEWS10-5<	:30	$700.00	10/08-10/08	0	0	0	$0.00	
Rating: 3.8												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*43	TU	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/02-10/02	1	1	1	$700.00	
Rating: 4.7												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*45	TH	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/04-10/04	0	0	0	$0.00	
Rating: 4.7												
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*46	F	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/05-10/05	0	0	0	$0.00	

Rating: 4.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*47	M	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/08-10/08	0	0	0	$0.00	

Rating: 4.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*48	TU	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/02-10/02	1	1	1	$800.00	

Rating: 6.4
Sales Remark: V3 .
V3 More than 2 codes changed

	*50	TH	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/04-10/04	0	0	0	$0.00	

Rating: 6.4
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*51	F	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/05-10/05	0	0	0	$0.00	

Rating: 6.4
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*52	M	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/08-10/08	0	0	0	$0.00	

Rating: 6.4
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*53	TU	630P-7P	NBC NITELY NWS<	:30	$1,500.00	10/02-10/02	1	1	1	$1,500.00	
Rating: 6.7												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*55	TH	630P-7P	NBC NITELY NWS<	:30	$1,500.00	10/04-10/04	0	0	0	$0.00	
Rating: 6.7												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*56	F	630P-7P	NBC NITELY NWS<	:30	$1,500.00	10/05-10/05	0	0	0	$0.00	
Rating: 6.7												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*57	M	630P-7P	NBC NITELY NWS<	:30	$1,500.00	10/08-10/08	0	0	0	$0.00	
Rating: 6.7												
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*59	SA	630P-7P	NBC-NWS SAT	:30	$900.00	10/06-10/06	0	0	0	$0.00	
Rating: 6.1												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*60	SU	6P-7P	WAVY NW10 SUN1	:30	$150.00	10/07-10/07	1	1	1	$150.00	
Rating: 2.5												
		Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

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	*61	TU	7P-730P	ENT TONIGHT 30<	:30	$600.00	10/02-10/02	1	1	1	$600.00	
Rating: 4.5												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*64	F	7P-730P	ENT TONIGHT 30<	:30	$600.00	10/05-10/05	0	0	0	$0.00	
Rating: 4.5												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*65	M	7P-730P	ENT TONIGHT 30<	:30	$600.00	10/08-10/08	0	0	0	$0.00	
Rating: 4.5												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*66	TU	730P-8P	INSIDER<	:30	$600.00	10/02-10/02	1	1	1	$600.00	
Rating: 3.7												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*68	TH	730P-8P	INSIDER<	:30	$600.00	10/04-10/04	0	0	0	$0.00	
Rating: 3.7												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*69	F	730P-8P	INSIDER<	:30	$600.00	10/05-10/05	0	0	0	$0.00	
Rating: 3.7												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

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	*71	SA	7P-8P	ENT TONITE60 W	:30	$175.00	10/06-10/06	0	0	0	$0.00	

Rating: 1.5
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*72	M	8P-10P	THE VOICE	:30	$1,400.00	10/08-10/08	0	0	0	$0.00	

Rating: 8.0
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*74	F	9P-10P	GRIMM-NBC	:30	$1,000.00	10/05-10/05	0	0	0	$0.00	

Rating: 5.0
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*76	SA	9P-10P	PRIME-SAT-NBC	:30	$300.00	10/06-10/06	0	0	0	$0.00	

Rating: 3.1
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*77	SA	10P-11P	L&O SVU-SA-NBC	:30	$300.00	10/06-10/06	0	0	0	$0.00	

Rating: 3.0
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*78	SU	7P-810P	FTBL NITE AMRCA	:30	$700.00	10/07-10/07	0	0	0	$0.00	

Rating: 4.3
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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Estimate# 2638
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2638
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY
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
	*80	TU	11P-1135P	WAVY NEWS10-11	:30	$800.00	10/02-10/02	1	1	1	$800.00	
Rating: 4.0												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*81	W	11P-1135P	WAVY NEWS10-11	:30	$800.00	10/03-10/03	0	0	0	$0.00	
Rating: 4.0												
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*83	F	11P-1135P	WAVY NEWS10-11	:30	$800.00	10/05-10/05	0	0	0	$0.00	
Rating: 4.0												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*85	SA	11P-1130P	WAVY NEWS10-11	:30	$800.00	10/06-10/06	0	0	0	$0.00	
Rating: 5.2												
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*86	SU	11P-1130P	WAVY NW10 SUN11P	:30	$800.00	10/07-10/07	0	0	0	$0.00	
Rating: 5.5												
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*88	TU	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/02-10/02	2	1	2	$600.00	
Rating: 1.7												
		Sales Remark: V3 .										
		V3 More than 2 codes changed										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2638
Buyer Ben Angle
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Fax#

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*89	W	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/03-10/03	1	1	1	$300.00	

Rating: 1.7
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*90	TH	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/04-10/04	0	0	0	$0.00	

Rating: 1.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*91	F	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/05-10/05	1	1	1	$300.00	

Rating: 1.7
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*92	M	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/08-10/08	0	0	0	$0.00	

Rating: 1.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*94	TH-F	135A-205A	CARSON DALY	:30	$35.00	10/04-10/05	2	1	2	$70.00	

Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

---REPORT TOTALS---

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

Report Totals: 21 / $9,315.00

--SALES MONTHLY TOTALS--

Oct 12: 46 / $25,350.00

Sales Totals: 46 / $25,350.00

Station Totals: 46 / $25,350.00

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

--COMPETITIVE---

Market Totals	$61,829	CATV	0%	WAVY	41%	WGNT	1%	WPXV	0%	WTKR	21%
		WTVZ	2%	WVBT	11%	WVEC	24%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books FEB12, MAY11, NOV11, ENOV12
Demos RA3564

-- CREDIT RISK ---

CASH IN ADVANCE