Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2642
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2642
Flight Dates 10/30/2012 - 11/05/2012
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 --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS $71,025
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	10/30-10/30	2	1	2	$600.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	$300.00	10/31-10/31	2	1	2	$600.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	$300.00	11/01-11/01	2	1	2	$600.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	$300.00	11/02-11/02	2	1	2	$600.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	$300.00	11/05-11/05	2	1	2	$600.00	
Rating: 5.1												
	6	TU	6A-7A	WAVY NEWS-6A	:30	$700.00	10/30-10/30	2	1	2	$1,400.00	
Rating: 6.1												
	7	W	6A-7A	WAVY NEWS-6A	:30	$700.00	10/31-10/31	2	1	2	$1,400.00	
Rating: 6.1												
	8	TH	6A-7A	WAVY NEWS-6A	:30	$700.00	11/01-11/01	2	1	2	$1,400.00	
Rating: 6.1												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	F	6A-7A	WAVY NEWS-6A	:30	$700.00	11/02-11/02	2	1	2	$1,400.00	
Rating: 6.1												
	10	M	6A-7A	WAVY NEWS-6A	:30	$700.00	11/05-11/05	2	1	2	$1,400.00	
Rating: 6.1												
	11	TU	7A-9A	TODAY SHW	:30	$700.00	10/30-10/30	2	1	2	$1,400.00	
Rating: 6.1												
	12	W	7A-9A	TODAY SHW	:30	$700.00	10/31-10/31	2	1	2	$1,400.00	
Rating: 6.1												
	13	TH	7A-9A	TODAY SHW	:30	$700.00	11/01-11/01	2	1	2	$1,400.00	
Rating: 6.1												
	14	F	7A-9A	TODAY SHW	:30	$700.00	11/02-11/02	2	1	2	$1,400.00	
Rating: 6.1												
	15	M	7A-9A	TODAY SHW	:30	$700.00	11/05-11/05	2	1	2	$1,400.00	
Rating: 6.1												
	16	TU	430A-5A	WAVY NEWS-430A<	:30	$60.00	10/30-10/30	1	1	1	$60.00	
Rating: 1.4												
	17	W	430A-5A	WAVY NEWS-430A<	:30	$60.00	10/31-10/31	1	1	1	$60.00	
Rating: 1.4												
	18	TH	430A-5A	WAVY NEWS-430A<	:30	$60.00	11/01-11/01	1	1	1	$60.00	
Rating: 1.4												
	19	F	430A-5A	WAVY NEWS-430A<	:30	$60.00	11/02-11/02	1	1	1	$60.00	
Rating: 1.4												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	430A-5A	WAVY NEWS-430A<	:30	$60.00	11/05-11/05	1	1	1	$60.00	
Rating: 1.4												
	21	SA	6A-7A	WAVY NWS SAT6A	:30	$100.00	11/03-11/03	2	1	2	$200.00	
Rating: 3.1												
	22	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	11/03-11/03	2	1	2	$500.00	
Rating: 5.6												
	23	SA	8A-10A	SATURDAY TODAY	:30	$300.00	11/03-11/03	1	1	1	$300.00	
Rating: 4.2												
	24	SU	6A-7A	WAVY NWS SUN6A	:30	$100.00	11/04-11/04	2	1	2	$200.00	
Rating: 3.7												
	25	SU	7A-8A	WAVY NWS SUN7A	:30	$200.00	11/04-11/04	2	1	2	$400.00	
Rating: 5.8												
	26	SU	8A-9A	SUN TODAY-NBC	:30	$275.00	11/04-11/04	2	1	2	$550.00	
Rating: 7.0												
	27	SU	9A-10A	MEET PRESS-SUN	:30	$800.00	11/04-11/04	1	1	1	$800.00	
Rating: 3.9												
	28	TU	12P-1P	WAVY NEWS10-NN<	:30	$200.00	10/30-10/30	1	1	1	$200.00	
Rating: 1.4												
	29	W	12P-1P	WAVY NEWS10-NN<	:30	$200.00	10/31-10/31	1	1	1	$200.00	
Rating: 1.4												
	30	TH	12P-1P	WAVY NEWS10-NN<	:30	$200.00	11/01-11/01	1	1	1	$200.00	
Rating: 1.4												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	F	12P-1P	WAVY NEWS10-NN<	:30	$200.00	11/02-11/02	1	1	1	$200.00	
Rating: 1.4												
	32	M	12P-1P	WAVY NEWS10-NN<	:30	$200.00	11/05-11/05	1	1	1	$200.00	
Rating: 1.4												
	33	TU	4P-5P	ANDERSON<	:30	$175.00	10/30-10/30	2	1	2	$350.00	
Rating: 1.6												
	34	W	4P-5P	ANDERSON<	:30	$175.00	10/31-10/31	2	1	2	$350.00	
Rating: 1.6												
	35	TH	4P-5P	ANDERSON<	:30	$175.00	11/01-11/01	2	1	2	$350.00	
Rating: 1.6												
	36	F	4P-5P	ANDERSON<	:30	$175.00	11/02-11/02	2	1	2	$350.00	
Rating: 1.6												
	37	M	4P-5P	ANDERSON<	:30	$175.00	11/05-11/05	2	1	2	$350.00	
Rating: 1.6												
	38	TU	5P-530P	WAVY NEWS10-5<	:30	$700.00	10/30-10/30	1	1	1	$700.00	
Rating: 3.8												
	39	W	5P-530P	WAVY NEWS10-5<	:30	$700.00	10/31-10/31	1	1	1	$700.00	
Rating: 3.8												
	40	TH	5P-530P	WAVY NEWS10-5<	:30	$700.00	11/01-11/01	1	1	1	$700.00	
Rating: 3.8												
	41	F	5P-530P	WAVY NEWS10-5<	:30	$700.00	11/02-11/02	1	1	1	$700.00	
Rating: 3.8												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	M	5P-530P	WAVY NEWS10-5<	:30	$700.00	11/05-11/05	1	1	1	$700.00	
Rating: 3.8												
	43	TU	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/30-10/30	1	1	1	$700.00	
Rating: 4.7												
	44	W	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/31-10/31	1	1	1	$700.00	
Rating: 4.7												
	45	TH	530P-6P	WAVY10NWS-5.30<	:30	$700.00	11/01-11/01	1	1	1	$700.00	
Rating: 4.7												
	46	F	530P-6P	WAVY10NWS-5.30<	:30	$700.00	11/02-11/02	1	1	1	$700.00	
Rating: 4.7												
	47	M	530P-6P	WAVY10NWS-5.30<	:30	$700.00	11/05-11/05	1	1	1	$700.00	
Rating: 4.7												
	48	TU	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/30-10/30	1	1	1	$800.00	
Rating: 6.4												
	49	W	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/31-10/31	1	1	1	$800.00	
Rating: 6.4												
	50	TH	6P-630P	WAVY NEWS10-6<	:30	$800.00	11/01-11/01	1	1	1	$800.00	
Rating: 6.4												
	51	F	6P-630P	WAVY NEWS10-6<	:30	$800.00	11/02-11/02	1	1	1	$800.00	
Rating: 6.4												
	52	M	6P-630P	WAVY NEWS10-6<	:30	$800.00	11/05-11/05	1	1	1	$800.00	
Rating: 6.4												

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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	10/30-10/30	1	1	1	$1,500.00	
Rating: 6.7												
	54	W	630P-7P	NBC NITELY NWS<	:30	$1,500.00	10/31-10/31	1	1	1	$1,500.00	
Rating: 6.7												
	55	TH	630P-7P	NBC NITELY NWS<	:30	$1,500.00	11/01-11/01	1	1	1	$1,500.00	
Rating: 6.7												
	56	F	630P-7P	NBC NITELY NWS<	:30	$1,500.00	11/02-11/02	1	1	1	$1,500.00	
Rating: 6.7												
	57	M	630P-7P	NBC NITELY NWS<	:30	$1,500.00	11/05-11/05	1	1	1	$1,500.00	
Rating: 6.7												
	58	SA	6P-630P	WAVY NWS 6P	:30	$150.00	11/03-11/03	1	1	1	$150.00	
Rating: 3.1												
	59	SA	630P-7P	NBC-NWS SAT	:30	$900.00	11/03-11/03	1	1	1	$900.00	
Rating: 6.1												
	60	SU	6P-7P	WAVY NW10 SUN1	:30	$150.00	11/04-11/04	2	1	2	$300.00	
Rating: 2.5												
	61	TU	7P-730P	ENT TONIGHT 30<	:30	$600.00	10/30-10/30	1	1	1	$600.00	
Rating: 4.5												
	62	W	7P-730P	ENT TONIGHT 30<	:30	$600.00	10/31-10/31	1	1	1	$600.00	
Rating: 4.5												
	63	TH	7P-730P	ENT TONIGHT 30<	:30	$600.00	11/01-11/01	1	1	1	$600.00	
Rating: 4.5												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	64	F	7P-730P	ENT TONIGHT 30<	:30	$600.00	11/02-11/02	1	1	1	$600.00	
Rating: 4.5												
	65	M	7P-730P	ENT TONIGHT 30<	:30	$600.00	11/05-11/05	1	1	1	$600.00	
Rating: 4.5												
	66	TU	730P-8P	INSIDER<	:30	$600.00	10/30-10/30	1	1	1	$600.00	
Rating: 3.7												
	67	W	730P-8P	INSIDER<	:30	$600.00	10/31-10/31	1	1	1	$600.00	
Rating: 3.7												
	68	TH	730P-8P	INSIDER<	:30	$600.00	11/01-11/01	1	1	1	$600.00	
Rating: 3.7												
	69	F	730P-8P	INSIDER<	:30	$600.00	11/02-11/02	1	1	1	$600.00	
Rating: 3.7												
	70	M	730P-8P	INSIDER<	:30	$600.00	11/05-11/05	1	1	1	$600.00	
Rating: 3.7												
	71	SA	7P-8P	ENT TONITE60 W	:30	$175.00	11/03-11/03	1	1	1	$175.00	
Rating: 1.5												
	72	M	8P-10P	THE VOICE	:30	$1,400.00	11/05-11/05	1	1	1	$1,400.00	
Rating: 8.0												
	73	TU	8P-9P	THE VOICE	:30	$1,200.00	10/30-10/30	1	1	1	$1,200.00	
Rating: 8.0												
	74	W	10P-11P	CHICAGO FIRE	:30	$1,000.00	10/31-10/31	1	1	1	$1,000.00	
Rating: 4.7												

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	75	F	9P-10P	GRIMM-NBC	:30	$1,000.00	11/02-11/02	1	1	1	$1,000.00	
Rating: 5.0												
	76	F	10P-11P	DATELNE FR-NBC	:30	$500.00	11/02-11/02	1	1	1	$500.00	
Rating: 3.5												
	77	SA	8P-9P	HARRYS-SAT-NBC	:30	$300.00	11/03-11/03	1	1	1	$300.00	
Rating: 1.6												
	78	SA	9P-10P	PRIME-SAT-NBC	:30	$300.00	11/03-11/03	1	1	1	$300.00	
Rating: 3.1												
	79	SA	10P-11P	L&O SVU-SA-NBC	:30	$300.00	11/03-11/03	1	1	1	$300.00	
Rating: 3.0												
	80	SU	7P-810P	FTBL NITE AMRCA	:30	$700.00	11/04-11/04	1	1	1	$700.00	
Rating: 4.3												
	81	SU	810P-11P	NBC SUN-FTBL<	:30	$2,500.00	11/04-11/04	2	1	2	$5,000.00	
Rating: 12.8												
	82	TU	11P-1135P	WAVY NEWS10-11	:30	$800.00	10/30-10/30	1	1	1	$800.00	
Rating: 4.0												
	83	W	11P-1135P	WAVY NEWS10-11	:30	$800.00	10/31-10/31	1	1	1	$800.00	
Rating: 4.0												
	84	TH	11P-1135P	WAVY NEWS10-11	:30	$800.00	11/01-11/01	1	1	1	$800.00	
Rating: 4.0												
	85	F	11P-1135P	WAVY NEWS10-11	:30	$800.00	11/02-11/02	1	1	1	$800.00	
Rating: 4.0												

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	86	M	11P-1135P	WAVY NEWS10-11	:30	$800.00	11/05-11/05	1	1	1	$800.00	
Rating: 4.0												
	87	SA	11P-1130P	WAVY NEWS10-11	:30	$800.00	11/03-11/03	1	1	1	$800.00	
Rating: 5.2												
	88	SU	11P-1130P	WAVY NW10 SUN11P	:30	$800.00	11/04-11/04	1	1	1	$800.00	
Rating: 5.5												
	89	SU	1130P-12A	WAVY NW10 AFTER NFL	:30	$500.00	11/04-11/04	1	1	1	$500.00	
Rating: 2.7												
	90	TU	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/30-10/30	2	1	2	$600.00	
Rating: 1.7												
	91	W	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/31-10/31	2	1	2	$600.00	
Rating: 1.7												
	92	TH	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	11/01-11/01	2	1	2	$600.00	
Rating: 1.7												
	93	F	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	11/02-11/02	2	1	2	$600.00	
Rating: 1.7												
	94	M	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	11/05-11/05	2	1	2	$600.00	
Rating: 1.7												
	95	SA	1130P-1A	SAT NITE LIVE	:30	$600.00	11/03-11/03	2	1	2	$1,200.00	
Rating: 3.8												

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--REPORT TOTALS---

Report Totals: 128 / $71,025.00

--SALES MONTHLY TOTALS--

Nov 12: 128 / $71,025.00

Sales Totals: 128 / $71,025.00

Station Totals: 128 / $71,025.00

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

--COMPETITIVE---

Market Totals	$173,232	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