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 --

VER 3 ISSUE CXL 1X IN LNS 1-5,11,14,21-22,24-26,AND 90-95
CXL LNS 16-20,27,33-37,59,74,77-78,81,AND 88-89
ADD 1X TO LNS 72-73,76,AND 79-80
ADD TO SKED LN 96
REVISED TOTAL 58,150.00
PLS CONFIRM ASAP
THANKS,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	1	1	1	$300.00	
Rating: 5.1												
				Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*2	W	5A-6A	WAVY NEWS-5A	:30	$300.00	10/31-10/31	1	1	1	$300.00	
Rating: 5.1												
				Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*3	TH	5A-6A	WAVY NEWS-5A	:30	$300.00	11/01-11/01	1	1	1	$300.00	
Rating: 5.1												
				Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	F	5A-6A	WAVY NEWS-5A	:30	$300.00	11/02-11/02	1	1	1	$300.00	

Rating: 5.1
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*5	M	5A-6A	WAVY NEWS-5A	:30	$300.00	11/05-11/05	1	1	1	$300.00	

Rating: 5.1
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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

Rating: 6.1
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*14	F	7A-9A	TODAY SHW	:30	$700.00	11/02-11/02	1	1	1	$700.00	

Rating: 6.1
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*16	TU	430A-5A	WAVY NEWS-430A<	:30	$60.00	10/30-10/30	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

	*17	W	430A-5A	WAVY NEWS-430A<	:30	$60.00	10/31-10/31	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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*18	TH	430A-5A	WAVY NEWS-430A<	:30	$60.00	11/01-11/01	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

	*19	F	430A-5A	WAVY NEWS-430A<	:30	$60.00	11/02-11/02	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	11/05-11/05	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

	*21	SA	6A-7A	WAVY NWS SAT6A	:30	$100.00	11/03-11/03	1	1	1	$100.00	

Rating: 3.1
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*22	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	11/03-11/03	1	1	1	$250.00	

Rating: 5.6
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*24	SU	6A-7A	WAVY NWS SUN6A	:30	$100.00	11/04-11/04	1	1	1	$100.00	

Rating: 3.7
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

| | *25 | SU | 7A-8A | WAVY NWS SUN7A | :30 | $200.00 | 11/04-11/04 | 1 | 1 | 1 | $200.00 | |

Rating: 5.8
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

| | *26 | SU | 8A-9A | SUN TODAY-NBC | :30 | $275.00 | 11/04-11/04 | 1 | 1 | 1 | $275.00 | |

Rating: 7.0
Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

| | *27 | SU | 9A-10A | MEET PRESS-SUN | :30 | $800.00 | 11/04-11/04 | 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

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

| | *34 | W | 4P-5P | ANDERSON< | :30 | $175.00 | 10/31-10/31 | 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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*35	TH	4P-5P	ANDERSON<	:30	$175.00	11/01-11/01	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	11/02-11/02	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	11/05-11/05	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

	*59	SA	630P-7P	NBC-NWS SAT	:30	$900.00	11/03-11/03	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

	*72	M	8P-10P	THE VOICE	:30	$1,400.00	11/05-11/05	2	1	2	$2,800.00	

Rating: 8.0
Buyline Comment: ADD 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 ADD 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*73	TU	8P-9P	THE VOICE	:30	$1,200.00	10/30-10/30	2	1	2	$2,400.00	

Rating: 8.0
Buyline Comment: ADD 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 ADD 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*74	W	10P-11P	CHICAGO FIRE	:30	$1,000.00	10/31-10/31	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

	*76	F	10P-11P	DATELNE FR-NBC	:30	$500.00	11/02-11/02	2	1	2	$1,000.00	

Rating: 3.5
Buyline Comment: ADD 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 ADD 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*77	SA	8P-9P	HARRYS-SAT-NBC	:30	$300.00	11/03-11/03	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

	*78	SA	9P-10P	PRIME-SAT-NBC	:30	$300.00	11/03-11/03	0	0	0	$0.00	

Rating: 3.1
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*79	SA	10P-11P	L&O SVU-SA-NBC	:30	$300.00	11/03-11/03	2	1	2	$600.00	

Rating: 3.0
Buyline Comment: ADD 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 ADD 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*80	SU	7P-810P	FTBL NITE AMRCA	:30	$700.00	11/04-11/04	2	1	2	$1,400.00	

Rating: 4.3
Buyline Comment: ADD 1X PER AGY/CLIENT REQUEST
Sales Remark: V3 ADD 1X PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*81	SU	810P-11P	NBC SUN-FTBL<	:30	$2,500.00	11/04-11/04	0	0	0	$0.00	

Rating: 12.8
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*88	SU	11P-1130P	WAVY NW10 SUN11P	:30	$800.00	11/04-11/04	0	0	0	$0.00	

Rating: 5.5
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*89	SU	1130P-12A	WAVY NW10 AFTER NFL	:30	$500.00	11/04-11/04	0	0	0	$0.00	

Rating: 2.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*90	TU	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/30-10/30	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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*91	W	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/31-10/31	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	TH	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	11/01-11/01	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

	*93	F	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	11/02-11/02	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

	*94	M	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	11/05-11/05	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

	*95	SA	1130P-1A	SAT NITE LIVE	:30	$600.00	11/03-11/03	1	1	1	$600.00	

Rating: 3.8

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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*96	SA	330P-7P		:30	$200.00	11/03-11/03	3	1	3	$600.00	

Buyline Comment: NOTRE DAME FOOTBALL ADD TO SKED

Sales Remark: V3 ADD TO SKED

V3 Added

---REPORT TOTALS---

Report Totals: 31 / $14,725.00

---SALES MONTHLY TOTALS---

Nov 12: 94 / $58,150.00

Sales Totals: 94 / $58,150.00

Station Totals: 94 / $58,150.00

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

---COMPETITIVE---

Market Totals	$141,829	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