Rep Order# 6821793 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/07/2012 8:47 AM
EC'd Yes **Last Received:** 06/06/2012 7:05 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2628
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2628
Flight Dates 07/24/2012 - 07/30/2012
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 $25,450
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	$275.00	07/24-07/24	1	1	1	$275.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	$275.00	07/25-07/25	1	1	1	$275.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	$275.00	07/26-07/26	1	1	1	$275.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	$275.00	07/27-07/27	1	1	1	$275.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	$275.00	07/30-07/30	1	1	1	$275.00	
Rating: 5.1												
	6	TU	6A-7A	WAVY NEWS-6A	:30	$475.00	07/24-07/24	1	1	1	$475.00	
Rating: 6.1												
	7	W	6A-7A	WAVY NEWS-6A	:30	$475.00	07/25-07/25	1	1	1	$475.00	
Rating: 6.1												
	8	TH	6A-7A	WAVY NEWS-6A	:30	$475.00	07/26-07/26	1	1	1	$475.00	
Rating: 6.1												

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	9	F	6A-7A	WAVY NEWS-6A	:30	$475.00	07/27-07/27	1	1	1	$475.00	
Rating: 6.1												
	10	M	6A-7A	WAVY NEWS-6A	:30	$475.00	07/30-07/30	1	1	1	$475.00	
Rating: 6.1												
	11	M	7A-10A	OLMPICS EM	:30	$400.00	07/30-07/30	1	1	1	$400.00	
Rating: 6.1												
	12	TU	7A-9A	TODAY SHW	:30	$475.00	07/24-07/24	1	1	1	$475.00	
Rating: 6.1												
	13	W	7A-9A	TODAY SHW	:30	$475.00	07/25-07/25	1	1	1	$475.00	
Rating: 6.1												
	14	TH	7A-9A	TODAY SHW	:30	$475.00	07/26-07/26	1	1	1	$475.00	
Rating: 6.1												
	15	F	7A-9A	TODAY SHW	:30	$475.00	07/27-07/27	1	1	1	$475.00	
Rating: 6.1												
	16	M	10A-5P	OLYMPICS DT	:30	$300.00	07/30-07/30	3	1	3	$900.00	
Rating: 3.6												
	17	TU	530P-6P	WAVY10NWS-5.30<	:30	$450.00	07/24-07/24	1	1	1	$450.00	
Rating: 4.7												
	18	W	530P-6P	WAVY10NWS-5.30<	:30	$450.00	07/25-07/25	1	1	1	$450.00	
Rating: 4.7												
	19	F	530P-6P	WAVY10NWS-5.30<	:30	$450.00	07/27-07/27	1	1	1	$450.00	
Rating: 4.7												

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	20	TU	6P-630P	WAVY NEWS10-6<	:30	$600.00	07/24-07/24	1	1	1	$600.00	
Rating: 6.4												
	21	W	6P-630P	WAVY NEWS10-6<	:30	$600.00	07/25-07/25	1	1	1	$600.00	
Rating: 6.4												
	22	TH	6P-630P	WAVY NEWS10-6<	:30	$600.00	07/26-07/26	1	1	1	$600.00	
Rating: 6.4												
	23	F	6P-630P	WAVY NEWS10-6<	:30	$600.00	07/27-07/27	1	1	1	$600.00	
Rating: 6.4												
	24	M	6P-630P	WAVY NEWS10-6<	:30	$600.00	07/30-07/30	1	1	1	$600.00	
Rating: 6.4												
	25	SA	6P-630P	WAVY NWS 6P	:30	$200.00	07/28-07/28	1	1	1	$200.00	
Rating: 3.1												
	26	SA	630P-7P	NBC-NWS SAT	:30	$200.00	07/28-07/28	1	1	1	$200.00	
Rating: 6.1												
	27	SU	6P-7P	WAVY NW10 SUN1	:30	$200.00	07/29-07/29	1	1	1	$200.00	
Rating: 2.5												
	28	M	8P-12A	OLYMPICS PT	:30	$2,500.00	07/30-07/30	3	1	3	$7,500.00	
Rating: 13.0												
	29	F	730P-12A	OLYMPICS OPENING CEREMONY	:30	$3,200.00	07/27-07/27	1	1	1	$3,200.00	
Rating: 15.0												
	30	TU	11P-1135P	WAVY NEWS10-11	:30	$500.00	07/24-07/24	1	1	1	$500.00	
Rating: 4.0												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	W	11P-1135P	WAVY NEWS10-11	:30	$500.00	07/25-07/25	1	1	1	$500.00	
Rating: 4.0												
	32	TH	11P-1135P	WAVY NEWS10-11	:30	$500.00	07/26-07/26	1	1	1	$500.00	
Rating: 4.0												
	33	M	12A-1230A	NEWS AFTER OLYMPICS	:30	$350.00	07/30-07/30	1	1	1	$350.00	
Rating: 5.0												
	34	SA	11P-1130P	WAVY NEWS10-11	:30	$500.00	07/28-07/28	1	1	1	$500.00	
Rating: 5.2												
	35	SU	11P-1130P	WAVY NW10 SUN11P	:30	$500.00	07/29-07/29	1	1	1	$500.00	
Rating: 5.5												

---REPORT TOTALS---

Report Totals: 39 / $25,450.00

---SALES MONTHLY TOTALS---

Jul 12: 28 / $14,950.00 Aug 12: 11 / $10,500.00

Sales Totals: 39 / $25,450.00

Station Totals: 39 / $25,450.00

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

---COMPETITIVE---

Market Totals	$62,073	CATV	0%	WAVY	41%	WGNT	1%	WPXV	0%	WTKR	21%		
		WTVZ	2%	WVBT	11%	WVEC	24%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL10, JUL11, EJUL12
Demos RA3564

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--- CREDIT RISK ---

CASH IN ADVANCE