**Rep Order#** 6821793 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 06/16/2012 3:10 PM
**EC'd** Yes **Last Received:** 06/15/2012 8:44 PM
**Showing Buylines:** All Rep & Sta Revised 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 --**

VER 3 ISSUED TO CXL SPOT N/A ON LN 26 W/MKGD
LN 36; REV TP/PRGM LN 33; REV TP LN'S 34-35
CONTRACT TOTAL REMAINS $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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *26 | SA | 630P-7P | NBC-NWS SAT | :30 | $200.00 | 07/28-07/28 | 0 | 0 | 0 | $0.00 | |
| Rating: 6.1 | | | | | | | | | | | | |
| | | | Buyline Comment: CXL DUE N/A DUE OLYMPICS | | | | | | | | | |
| | | Sales Remark: | V3 CXL DUE N/A DUE OLYMPICS | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | *33 | M | 1230A-2A | 2012 SUMMER OLYMPICS | :30 | $350.00 | 07/30-07/30 | 1 | 1 | 1 | $350.00 | |
| Rating: 5.0 | | | | | | | | | | | | |
| | | | Buyline Comment: REVISE TIME PD/PRGM | | | | | | | | | |
| | | Sales Remark: | V3 REVISE TIME PD/PRGM | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | *34 | SA | 12A-1230A | SATURDAY LATE NEWS | :30 | $500.00 | 07/28-07/28 | 1 | 1 | 1 | $500.00 | |
| Rating: 5.2 | | | | | | | | | | | | |
| | | | Buyline Comment: REVISE TIME PD | | | | | | | | | |
| | | Sales Remark: | V3 REVISE TIME PD | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | *35 | SU | 12A-1230A | SUNDAY LATE NEWS | :30 | $500.00 | 07/29-07/29 | 1 | 1 | 1 | $500.00 | |
| | | | Buyline Comment: REVISE TIME PD | | | | | | | | | |
| | | Sales Remark: | V3 REVISE TIME PD | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |

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**Salesperson FAX#** 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *36 | SU | 6P-7P | SUNDAY 6P NEWS | :30 | $200.00 | 07/29-07/29 | 1 | 1 | 1 | $200.00 | |

Rating: 6.1

Buyline Comment: MKGD FROM LN 26
Sales Remark: V3 MKGD FROM LN 26
V3 Added

**---REPORT TOTALS---**

Report Totals: 4 / $1,550.00

**---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

**--- CREDIT RISK ---**

CASH IN ADVANCE