Rep Order# 6821794 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/07/2012 8:43 AM
EC'd Yes **Last Received:** 06/06/2012 6:59 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2629
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2629
Flight Dates 07/31/2012 - 08/06/2012
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 $25,500
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	07/31-07/31	1	1	1	$275.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	$275.00	08/01-08/01	1	1	1	$275.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	$275.00	08/02-08/02	1	1	1	$275.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	$275.00	08/03-08/03	1	1	1	$275.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	$275.00	08/06-08/06	1	1	1	$275.00	
Rating: 5.1												
	6	TU	6A-7A	WAVY NEWS-6A	:30	$475.00	07/31-07/31	1	1	1	$475.00	
Rating: 6.1												
	7	W	6A-7A	WAVY NEWS-6A	:30	$475.00	08/01-08/01	1	1	1	$475.00	
Rating: 6.1												
	8	TH	6A-7A	WAVY NEWS-6A	:30	$475.00	08/02-08/02	1	1	1	$475.00	
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	$475.00	08/03-08/03	1	1	1	$475.00	
Rating: 6.1												
	10	M	6A-7A	WAVY NEWS-6A	:30	$475.00	08/06-08/06	1	1	1	$475.00	
Rating: 6.1												
	11	TU	7A-10A	OLMPICS EM	:30	$400.00	07/31-07/31	1	1	1	$400.00	
Rating: 6.1												
	12	W	7A-10A	OLMPICS EM	:30	$400.00	08/01-08/01	1	1	1	$400.00	
Rating: 6.1												
	13	TH	7A-10A	OLMPICS EM	:30	$400.00	08/02-08/02	1	1	1	$400.00	
Rating: 6.1												
	14	F	7A-10A	OLMPICS EM	:30	$400.00	08/03-08/03	1	1	1	$400.00	
Rating: 6.1												
	15	M	7A-10A	OLMPICS EM	:30	$400.00	08/06-08/06	1	1	1	$400.00	
Rating: 6.1												
	16	SA	12P-6P	OLYMPICS WK	:30	$650.00	08/04-08/04	2	1	2	$1,300.00	
Rating: 6.0												
	17	SU	12P-6P	OLYMPICS WK	:30	$650.00	08/05-08/05	1	1	1	$650.00	
Rating: 6.0												
	18	TU	530P-6P	WAVY10NWS-5.30<	:30	$450.00	07/31-07/31	1	1	1	$450.00	
Rating: 4.7												
	19	W	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/01-08/01	1	1	1	$450.00	
Rating: 4.7												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	F	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/03-08/03	1	1	1	$450.00	
Rating: 4.7												
	21	TU	6P-630P	WAVY NEWS10-6<	:30	$600.00	07/31-07/31	1	1	1	$600.00	
Rating: 6.4												
	22	W	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/01-08/01	1	1	1	$600.00	
Rating: 6.4												
	23	TH	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/02-08/02	1	1	1	$600.00	
Rating: 6.4												
	24	F	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/03-08/03	1	1	1	$600.00	
Rating: 6.4												
	25	M	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/06-08/06	1	1	1	$600.00	
Rating: 6.4												
	26	SA	6P-630P	WAVY NWS 6P	:30	$200.00	08/04-08/04	1	1	1	$200.00	
Rating: 3.1												
	27	SA	630P-7P	NBC-NWS SAT	:30	$200.00	08/04-08/04	1	1	1	$200.00	
Rating: 6.1												
	28	SU	6P-7P	WAVY NW10 SUN1	:30	$200.00	08/05-08/05	1	1	1	$200.00	
Rating: 2.5												
	29	TU	8P-12A	OLYMPICS PT	:30	$2,500.00	07/31-07/31	1	1	1	$2,500.00	
Rating: 13.0												
	30	TH	8P-12A	OLYMPICS PT	:30	$2,500.00	08/02-08/02	1	1	1	$2,500.00	
Rating: 13.0												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	F	8P-12A	OLYMPICS PT	:30	$2,500.00	08/03-08/03	1	1	1	$2,500.00	
Rating: 13.0												
	32	SU	8P-12A	OLYMPICS PT	:30	$2,500.00	08/05-08/05	1	1	1	$2,500.00	
Rating: 13.0												
	33	TU	11P-1135P	WAVY NEWS10-11	:30	$500.00	07/31-07/31	1	1	1	$500.00	
Rating: 4.0												
	34	W	11P-1135P	WAVY NEWS10-11	:30	$500.00	08/01-08/01	1	1	1	$500.00	
Rating: 4.0												
	35	TH	11P-1135P	WAVY NEWS10-11	:30	$500.00	08/02-08/02	1	1	1	$500.00	
Rating: 4.0												
	36	M	12A-1230A	NEWS AFTER OLYMPICS	:30	$350.00	08/06-08/06	1	1	1	$350.00	
Rating: 5.0												
	37	SA	11P-1130P	WAVY NEWS10-11	:30	$500.00	08/04-08/04	1	1	1	$500.00	
Rating: 5.2												
	38	SU	11P-1130P	WAVY NW10 SUN11P	:30	$500.00	08/05-08/05	1	1	1	$500.00	
Rating: 5.5												

---REPORT TOTALS---

Report Totals: 39 / $25,500.00

---SALES MONTHLY TOTALS---

Aug 12: 39 / $25,500.00

Sales Totals: 39 / $25,500.00

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Station Totals: 39 / $25,500.00

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

---COMPETITIVE---

Market Totals	$62,195	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