Rep Order# 6821794 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 06/16/2012 3:07 PM
EC'd Yes **Last Received:** 06/15/2012 8:42 PM
Showing Buylines: All Rep & Sta Revised 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 --

VER 3 ISSUED TO CXL SPOT N/A ON LN 27
W/MKGD LN 39; REVISE TIME PDLN'S 33-35
& 37-38; REVISE TIME PD/PRGM ON LN 36
CONTRACT TOTAL REMAINS $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
	*27	SA	630P-7P	NBC-NWS SAT	:30	$200.00	08/04-08/04	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	TU	12A-1230A	LATE NEWS	:30	$500.00	07/31-07/31	1	1	1	$500.00	

Rating: 4.0
Buyline Comment: REVISE TIME PD
Sales Remark: V3 REVISE TIME PD
V3 More than 2 codes changed

	*34	W	12A-1230A	LATE NEWS	:30	$500.00	08/01-08/01	1	1	1	$500.00	

Rating: 4.0
Buyline Comment: REVISE TIME PD
Sales Remark: V3 REVISE TIME PD
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*35	TH	12A-1230A	LATE NEWS	:30	$500.00	08/02-08/02	1	1	1	$500.00	

Rating: 4.0
Buyline Comment: REVISE TIME PD
Sales Remark: V3 REVISE TIME PD
V3 More than 2 codes changed

	*36	M	1230A-2A	2012 SUMMER OLYMPICS	:30	$350.00	08/06-08/06	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

	*37	SA	12A-1230A	SATURDAY LATE NEWS	:30	$500.00	08/04-08/04	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

	*38	SU	12A-1230A	SUNDAY LATE NEWS	:30	$500.00	08/05-08/05	1	1	1	$500.00	

Rating: 5.5
Buyline Comment: REVISE TIME PD
Sales Remark: V3 REVISE TIME PD
V3 More than 2 codes changed

	*39	SU	6P-7P	SUNDAY 6P NEWS	:30	$200.00	08/05-08/05	1	1	1	$200.00	

Rating: 6.1
Buyline Comment: MKGD FROM LN 27
Sales Remark: V3 MKGD FROM LN 27
V3 Added

---REPORT TOTALS---
Report Totals: 7 / $3,050.00

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Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--SALES MONTHLY TOTALS--

Aug 12: 39 / $25,500.00
Sales Totals: 39 / $25,500.00
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