Rep Order# 6821797 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/07/2012 8:48 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# 2632
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2632
Flight Dates 08/21/2012 - 08/27/2012
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 $18,500
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	08/21-08/21	1	1	1	$275.00	
Rating: 5.1												
	2	TH	5A-6A	WAVY NEWS-5A	:30	$275.00	08/23-08/23	1	1	1	$275.00	
Rating: 5.1												
	3	M	5A-6A	WAVY NEWS-5A	:30	$275.00	08/27-08/27	1	1	1	$275.00	
Rating: 5.1												
	4	TU	6A-7A	WAVY NEWS-6A	:30	$475.00	08/21-08/21	1	1	1	$475.00	
Rating: 6.1												
	5	W	6A-7A	WAVY NEWS-6A	:30	$475.00	08/22-08/22	1	1	1	$475.00	
Rating: 6.1												
	6	TH	6A-7A	WAVY NEWS-6A	:30	$475.00	08/23-08/23	1	1	1	$475.00	
Rating: 6.1												
	7	F	6A-7A	WAVY NEWS-6A	:30	$475.00	08/24-08/24	1	1	1	$475.00	
Rating: 6.1												
	8	TU	7A-9A	TODAY SHW	:30	$475.00	08/21-08/21	1	1	1	$475.00	
Rating: 6.1												

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	9	W	7A-9A	TODAY SHW	:30	$475.00	08/22-08/22	1	1	1	$475.00	
Rating: 6.1												
	10	TH	7A-9A	TODAY SHW	:30	$475.00	08/23-08/23	1	1	1	$475.00	
Rating: 6.1												
	11	M	7A-9A	TODAY SHW	:30	$475.00	08/27-08/27	1	1	1	$475.00	
Rating: 6.1												
	12	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	08/25-08/25	1	1	1	$250.00	
Rating: 5.6												
	13	SU	6A-7A	WAVY NWS SUN6A	:30	$200.00	08/26-08/26	1	1	1	$200.00	
Rating: 3.7												
	14	TU	12P-1P	WAVY NEWS10-NN<	:30	$75.00	08/21-08/21	1	1	1	$75.00	
Rating: 1.4												
	15	W	12P-1P	WAVY NEWS10-NN<	:30	$75.00	08/22-08/22	1	1	1	$75.00	
Rating: 1.4												
	16	TH	12P-1P	WAVY NEWS10-NN<	:30	$75.00	08/23-08/23	1	1	1	$75.00	
Rating: 1.4												
	17	F	12P-1P	WAVY NEWS10-NN<	:30	$75.00	08/24-08/24	1	1	1	$75.00	
Rating: 1.4												
	18	TU	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/21-08/21	1	1	1	$450.00	
Rating: 4.7												
	19	W	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/22-08/22	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	TH	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/23-08/23	1	1	1	$450.00	
Rating: 4.7												
	21	F	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/24-08/24	1	1	1	$450.00	
Rating: 4.7												
	22	M	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/27-08/27	1	1	1	$450.00	
Rating: 4.7												
	23	TU	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/21-08/21	1	1	1	$600.00	
Rating: 6.4												
	24	W	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/22-08/22	1	1	1	$600.00	
Rating: 6.4												
	25	TH	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/23-08/23	1	1	1	$600.00	
Rating: 6.4												
	26	F	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/24-08/24	1	1	1	$600.00	
Rating: 6.4												
	27	M	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/27-08/27	1	1	1	$600.00	
Rating: 6.4												
	28	SA	6P-630P	WAVY NWS 6P	:30	$200.00	08/25-08/25	1	1	1	$200.00	
Rating: 3.1												
	29	SA	630P-7P	NBC-NWS SAT	:30	$200.00	08/25-08/25	1	1	1	$200.00	
Rating: 6.1												
	30	SU	6P-7P	WAVY NW10 SUN1	:30	$200.00	08/26-08/26	1	1	1	$200.00	
Rating: 2.5												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TU	7P-730P	ENT TONIGHT 30<	:30	$500.00	08/21-08/21	1	1	1	$500.00	
Rating: 4.5												
	32	W	7P-730P	ENT TONIGHT 30<	:30	$500.00	08/22-08/22	1	1	1	$500.00	
Rating: 4.5												
	33	TH	7P-730P	ENT TONIGHT 30<	:30	$500.00	08/23-08/23	1	1	1	$500.00	
Rating: 4.5												
	34	F	7P-730P	ENT TONIGHT 30<	:30	$500.00	08/24-08/24	1	1	1	$500.00	
Rating: 4.5												
	35	M	9P-10P	AM NINJA WARRIOR	:30	$500.00	08/27-08/27	1	1	1	$500.00	
Rating: 3.7												
	36	F	9P-10P	DATELINE	:30	$600.00	08/24-08/24	1	1	1	$600.00	
Rating: 5.0												
	37	SU	8P-9P	AM GOT TALENT	:30	$400.00	08/26-08/26	2	1	2	$800.00	
Rating: 3.0												
	38	TU	11P-1135P	WAVY NEWS10-11	:30	$500.00	08/21-08/21	1	1	1	$500.00	
Rating: 4.0												
	39	W	11P-1135P	WAVY NEWS10-11	:30	$500.00	08/22-08/22	1	1	1	$500.00	
Rating: 4.0												
	40	TH	11P-1135P	WAVY NEWS10-11	:30	$500.00	08/23-08/23	1	1	1	$500.00	
Rating: 4.0												
	41	F	11P-1135P	WAVY NEWS10-11	:30	$500.00	08/24-08/24	1	1	1	$500.00	
Rating: 4.0												

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	42	SA	11P-1130P	WAVY NEWS10-11	:30	$500.00	08/25-08/25	1	1	1	$500.00	
Rating: 5.2												
	43	TU	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	08/21-08/21	1	1	1	$175.00	
Rating: 1.7												
	44	W	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	08/22-08/22	1	1	1	$175.00	
Rating: 1.7												
	45	TH	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	08/23-08/23	1	1	1	$175.00	
Rating: 1.7												
	46	F	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	08/24-08/24	1	1	1	$175.00	
Rating: 1.7												
	47	M	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	08/27-08/27	1	1	1	$175.00	
Rating: 1.7												

---REPORT TOTALS---

Report Totals: 48 / $18,500.00

---SALES MONTHLY TOTALS---

Aug 12: 42 / $16,025.00 Sep 12: 6 / $2,475.00

Sales Totals: 48 / $18,500.00

Station Totals: 48 / $18,500.00

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

---COMPETITIVE---

Market Totals $45,122 CATV 0% WAVY 41% WGNT 1% WPXV 0% WTKR 21%

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WTVZ 2% WVBT 11% WVEC 24%

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL10, JUL11, EJUL12
Demos RA3564

-- CREDIT RISK ---

CASH IN ADVANCE