Rep Order# 6821795 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/07/2012 8:44 AM
EC'd Yes **Last Received:** 06/06/2012 7:01 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2630
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2630
Flight Dates 08/07/2012 - 08/13/2012
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 $26,800
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	08/07-08/07	1	1	1	$275.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	$275.00	08/08-08/08	1	1	1	$275.00	
Rating: 5.1												
	3	F	5A-6A	WAVY NEWS-5A	:30	$275.00	08/10-08/10	1	1	1	$275.00	
Rating: 5.1												
	4	M	5A-6A	WAVY NEWS-5A	:30	$275.00	08/13-08/13	1	1	1	$275.00	
Rating: 5.1												
	5	TU	6A-7A	WAVY NEWS-6A	:30	$475.00	08/07-08/07	1	1	1	$475.00	
Rating: 6.1												
	6	W	6A-7A	WAVY NEWS-6A	:30	$475.00	08/08-08/08	1	1	1	$475.00	
Rating: 6.1												
	7	F	6A-7A	WAVY NEWS-6A	:30	$475.00	08/10-08/10	1	1	1	$475.00	
Rating: 6.1												
	8	M	6A-7A	WAVY NEWS-6A	:30	$475.00	08/13-08/13	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	TU	7A-10A	OLMPICS EM	:30	$400.00	08/07-08/07	1	1	1	$400.00	
Rating: 6.1												
	10	W	7A-10A	OLMPICS EM	:30	$400.00	08/08-08/08	1	1	1	$400.00	
Rating: 6.1												
	11	TH	7A-10A	OLMPICS EM	:30	$400.00	08/09-08/09	1	1	1	$400.00	
Rating: 6.1												
	12	F	7A-10A	OLMPICS EM	:30	$400.00	08/10-08/10	1	1	1	$400.00	
Rating: 6.1												
	13	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	08/11-08/11	1	1	1	$250.00	
Rating: 5.6												
	14	SU	6A-7A	WAVY NWS SUN6A	:30	$200.00	08/12-08/12	1	1	1	$200.00	
Rating: 3.7												
	15	TU	10A-5P	OLYMPICS DT	:30	$300.00	08/07-08/07	1	1	1	$300.00	
Rating: 3.6												
	16	TH	10A-5P	OLYMPICS DT	:30	$300.00	08/09-08/09	1	1	1	$300.00	
Rating: 3.6												
	17	SA	12P-6P	OLYMPICS WK	:30	$650.00	08/11-08/11	3	1	3	$1,950.00	
Rating: 6.0												
	18	SU	12P-6P	OLYMPICS WK	:30	$650.00	08/12-08/12	3	1	3	$1,950.00	
Rating: 6.0												
	19	TU	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/07-08/07	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	W	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/08-08/08	1	1	1	$450.00	
Rating: 4.7												
	21	TH	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/09-08/09	1	1	1	$450.00	
Rating: 4.7												
	22	F	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/10-08/10	1	1	1	$450.00	
Rating: 4.7												
	23	M	530P-6P	WAVY10NWS-5.30<	:30	$450.00	08/13-08/13	1	1	1	$450.00	
Rating: 4.7												
	24	TU	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/07-08/07	1	1	1	$600.00	
Rating: 6.4												
	25	W	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/08-08/08	1	1	1	$600.00	
Rating: 6.4												
	26	TH	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/09-08/09	1	1	1	$600.00	
Rating: 6.4												
	27	F	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/10-08/10	1	1	1	$600.00	
Rating: 6.4												
	28	M	6P-630P	WAVY NEWS10-6<	:30	$600.00	08/13-08/13	1	1	1	$600.00	
Rating: 6.4												
	29	SA	6P-630P	WAVY NWS 6P	:30	$200.00	08/11-08/11	1	1	1	$200.00	
Rating: 3.1												
	30	SA	630P-7P	NBC-NWS SAT	:30	$200.00	08/11-08/11	1	1	1	$200.00	
Rating: 6.1												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	SU	6P-7P	WAVY NW10 SUN1	:30	$200.00	08/12-08/12	1	1	1	$200.00	
Rating: 2.5												
	32	W	8P-12A	OLYMPICS PT	:30	$2,500.00	08/08-08/08	1	1	1	$2,500.00	
Rating: 13.0												
	33	TH	8P-12A	OLYMPICS PT	:30	$2,500.00	08/09-08/09	1	1	1	$2,500.00	
Rating: 13.0												
	34	F	8P-12A	OLYMPICS PT	:30	$2,500.00	08/10-08/10	1	1	1	$2,500.00	
Rating: 13.0												
	35	SA	8P-12A	OLYMPICS PT	:30	$2,500.00	08/11-08/11	1	1	1	$2,500.00	
Rating: 13.0												
	36	TU	12A-1230A	NEWS AFTER OLYMPICS	:30	$350.00	08/07-08/07	1	1	1	$350.00	
Rating: 5.0												
	37	W	12A-1230A	NEWS AFTER OLYMPICS	:30	$350.00	08/08-08/08	1	1	1	$350.00	
Rating: 5.0												
	38	TH	12A-1230A	NEWS AFTER OLYMPICS	:30	$350.00	08/09-08/09	1	1	1	$350.00	
Rating: 5.0												
	39	F	12A-1230A	NEWS AFTER OLYMPICS	:30	$350.00	08/10-08/10	1	1	1	$350.00	
Rating: 5.0												

--REPORT TOTALS---

Report Totals: 43 / $26,800.00

--SALES MONTHLY TOTALS--

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Aug 12: 43 / $26,800.00

Sales Totals: 43 / $26,800.00

Station Totals: 43 / $26,800.00

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

---COMPETITIVE---

Market Totals	$65,366	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