Rep Order# 6821801 **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# 2635
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2635
Flight Dates 09/11/2012 - 09/17/2012
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 $28,150
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	09/11-09/11	1	1	1	$275.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	$275.00	09/12-09/12	1	1	1	$275.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	$275.00	09/13-09/13	1	1	1	$275.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	$275.00	09/14-09/14	1	1	1	$275.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	$275.00	09/17-09/17	1	1	1	$275.00	
Rating: 5.1												
	6	TU	6A-7A	WAVY NEWS-6A	:30	$475.00	09/11-09/11	1	1	1	$475.00	
Rating: 6.1												
	7	TH	6A-7A	WAVY NEWS-6A	:30	$475.00	09/13-09/13	1	1	1	$475.00	
Rating: 6.1												
	8	F	6A-7A	WAVY NEWS-6A	:30	$475.00	09/14-09/14	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	M	6A-7A	WAVY NEWS-6A	:30	$475.00	09/17-09/17	1	1	1	$475.00	
Rating: 6.1												
	10	W	7A-9A	TODAY SHW	:30	$475.00	09/12-09/12	1	1	1	$475.00	
Rating: 6.1												
	11	TH	7A-9A	TODAY SHW	:30	$475.00	09/13-09/13	1	1	1	$475.00	
Rating: 6.1												
	12	F	7A-9A	TODAY SHW	:30	$475.00	09/14-09/14	1	1	1	$475.00	
Rating: 6.1												
	13	M	7A-9A	TODAY SHW	:30	$475.00	09/17-09/17	1	1	1	$475.00	
Rating: 6.1												
	14	SA	6A-7A	WAVY NWS SAT6A	:30	$200.00	09/15-09/15	1	1	1	$200.00	
Rating: 3.1												
	15	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	09/15-09/15	1	1	1	$250.00	
Rating: 5.6												
	16	SU	6A-7A	WAVY NWS SUN6A	:30	$200.00	09/16-09/16	1	1	1	$200.00	
Rating: 3.7												
	17	SU	7A-8A	WAVY NWS SUN7A	:30	$250.00	09/16-09/16	1	1	1	$250.00	
Rating: 5.8												
	18	TU	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/11-09/11	1	1	1	$200.00	
Rating: 3.1												
	19	W	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/12-09/12	1	1	1	$200.00	
Rating: 3.1												

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	20	TH	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/13-09/13	1	1	1	$200.00	
Rating: 3.1												
	21	F	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/14-09/14	1	1	1	$200.00	
Rating: 3.1												
	22	M	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/17-09/17	1	1	1	$200.00	
Rating: 3.1												
	23	TU	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/11-09/11	1	1	1	$75.00	
Rating: 1.4												
	24	W	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/12-09/12	1	1	1	$75.00	
Rating: 1.4												
	25	TH	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/13-09/13	1	1	1	$75.00	
Rating: 1.4												
	26	M	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/17-09/17	1	1	1	$75.00	
Rating: 1.4												
	27	TU	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/11-09/11	1	1	1	$400.00	
Rating: 3.8												
	28	W	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/12-09/12	1	1	1	$400.00	
Rating: 3.8												
	29	TH	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/13-09/13	1	1	1	$400.00	
Rating: 3.8												
	30	F	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/14-09/14	1	1	1	$400.00	
Rating: 3.8												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	M	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/17-09/17	1	1	1	$400.00	
Rating: 3.8												
	32	TU	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/11-09/11	1	1	1	$450.00	
Rating: 4.7												
	33	W	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/12-09/12	1	1	1	$450.00	
Rating: 4.7												
	34	TH	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/13-09/13	1	1	1	$450.00	
Rating: 4.7												
	35	F	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/14-09/14	1	1	1	$450.00	
Rating: 4.7												
	36	M	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/17-09/17	1	1	1	$450.00	
Rating: 4.7												
	37	TU	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/11-09/11	1	1	1	$600.00	
Rating: 6.4												
	38	W	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/12-09/12	1	1	1	$600.00	
Rating: 6.4												
	39	TH	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/13-09/13	1	1	1	$600.00	
Rating: 6.4												
	40	F	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/14-09/14	1	1	1	$600.00	
Rating: 6.4												
	41	M	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/17-09/17	1	1	1	$600.00	
Rating: 6.4												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	TH	630P-7P	NBC NITELY NWS<	:30	$1,200.00	09/13-09/13	1	1	1	$1,200.00	
Rating: 6.7												
	43	M	630P-7P	NBC NITELY NWS<	:30	$1,200.00	09/17-09/17	1	1	1	$1,200.00	
Rating: 6.7												
	44	SA	6P-630P	WAVY NWS 6P	:30	$200.00	09/15-09/15	1	1	1	$200.00	
Rating: 3.1												
	45	SA	630P-7P	NBC-NWS SAT	:30	$200.00	09/15-09/15	1	1	1	$200.00	
Rating: 6.1												
	46	SU	6P-7P	WAVY NW10 SUN1	:30	$200.00	09/16-09/16	2	1	2	$400.00	
Rating: 2.5												
	47	TU	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/11-09/11	1	1	1	$500.00	
Rating: 4.5												
	48	W	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/12-09/12	1	1	1	$500.00	
Rating: 4.5												
	49	TH	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/13-09/13	1	1	1	$500.00	
Rating: 4.5												
	50	F	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/14-09/14	1	1	1	$500.00	
Rating: 4.5												
	51	M	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/17-09/17	1	1	1	$500.00	
Rating: 4.5												
	52	F	10P-11P	DATELNE FR-NBC	:30	$400.00	09/14-09/14	1	1	1	$400.00	
Rating: 3.5												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	SU	7P-810P	FTBL NITE AMRCA	:30	$500.00	09/16-09/16	1	1	1	$500.00	
Rating: 4.3												
	54	SU	810P-11P	NBC SUN-FTBL<	:30	$2,200.00	09/16-09/16	1	1	1	$2,200.00	
Rating: 12.8												
	55	TU	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/11-09/11	1	1	1	$500.00	
Rating: 4.0												
	56	W	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/12-09/12	1	1	1	$500.00	
Rating: 4.0												
	57	TH	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/13-09/13	1	1	1	$500.00	
Rating: 4.0												
	58	F	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/14-09/14	1	1	1	$500.00	
Rating: 4.0												
	59	M	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/17-09/17	1	1	1	$500.00	
Rating: 4.0												
	60	SA	11P-1130P	WAVY NEWS10-11	:30	$500.00	09/15-09/15	1	1	1	$500.00	
Rating: 5.2												
	61	SU	11P-1130P	WAVY NW10 SUN11P	:30	$500.00	09/16-09/16	1	1	1	$500.00	
Rating: 5.5												
	62	TU	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	09/11-09/11	1	1	1	$175.00	
Rating: 1.7												
	63	W	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	09/12-09/12	1	1	1	$175.00	
Rating: 1.7												

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	64	TH	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	09/13-09/13	1	1	1	$175.00	
Rating: 1.7												
	65	F	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	09/14-09/14	1	1	1	$175.00	
Rating: 1.7												
	66	M	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	09/17-09/17	1	1	1	$175.00	
Rating: 1.7												
	67	SA	1130P-1A	SAT NITE LIVE	:30	$350.00	09/15-09/15	1	1	1	$350.00	
Rating: 3.8												

---REPORT TOTALS---

Report Totals: 68 / $28,150.00

---SALES MONTHLY TOTALS---

Sep 12: 68 / $28,150.00

Sales Totals: 68 / $28,150.00

Station Totals: 68 / $28,150.00

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

---COMPETITIVE---

Market Totals	$68,659	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

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--- CREDIT RISK ---

CASH IN ADVANCE