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 --

VER 3 ISSUED TO REVISE RATES LN'S 1-13, 17-22, 27-44, 46-51
62-66; CXL SPOT N/A LN 45; REV TP LN 61; ADD LN 68 TO SKED
CONTRACT TOTAL REMAINS $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	$300.00	09/11-09/11	1	1	1	$300.00	
Rating: 5.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*2	W	5A-6A	WAVY NEWS-5A	:30	$300.00	09/12-09/12	1	1	1	$300.00	
Rating: 5.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*3	TH	5A-6A	WAVY NEWS-5A	:30	$300.00	09/13-09/13	1	1	1	$300.00	
Rating: 5.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*4	F	5A-6A	WAVY NEWS-5A	:30	$300.00	09/14-09/14	1	1	1	$300.00	
Rating: 5.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				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
	*5	M	5A-6A	WAVY NEWS-5A	:30	$300.00	09/17-09/17	1	1	1	$300.00	
Rating: 5.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*6	TU	6A-7A	WAVY NEWS-6A	:30	$700.00	09/11-09/11	1	1	1	$700.00	
Rating: 6.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*7	TH	6A-7A	WAVY NEWS-6A	:30	$700.00	09/13-09/13	1	1	1	$700.00	
Rating: 6.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*8	F	6A-7A	WAVY NEWS-6A	:30	$700.00	09/14-09/14	1	1	1	$700.00	
Rating: 6.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*9	M	6A-7A	WAVY NEWS-6A	:30	$700.00	09/17-09/17	1	1	1	$700.00	
Rating: 6.1												
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				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
	*10	W	7A-9A	TODAY SHW	:30	$700.00	09/12-09/12	1	1	1	$700.00	

Rating: 6.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*11	TH	7A-9A	TODAY SHW	:30	$700.00	09/13-09/13	1	1	1	$700.00	

Rating: 6.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*12	F	7A-9A	TODAY SHW	:30	$700.00	09/14-09/14	1	1	1	$700.00	

Rating: 6.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*13	M	7A-9A	TODAY SHW	:30	$700.00	09/17-09/17	1	1	1	$700.00	

Rating: 6.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*17	SU	7A-8A	WAVY NWS SUN7A	:30	$200.00	09/16-09/16	1	1	1	$200.00	

Rating: 5.8
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*18	TU	9A-10A	TODAY SHW2-NBC	:30	$300.00	09/11-09/11	1	1	1	$300.00	

Rating: 3.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
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
	*19	W	9A-10A	TODAY SHW2-NBC	:30	$300.00	09/12-09/12	1	1	1	$300.00	

Rating: 3.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*20	TH	9A-10A	TODAY SHW2-NBC	:30	$300.00	09/13-09/13	1	1	1	$300.00	

Rating: 3.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*21	F	9A-10A	TODAY SHW2-NBC	:30	$300.00	09/14-09/14	1	1	1	$300.00	

Rating: 3.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*22	M	9A-10A	TODAY SHW2-NBC	:30	$150.00	09/17-09/17	1	1	1	$150.00	

Rating: 3.1
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*27	TU	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/11-09/11	1	1	1	$350.00	

Rating: 3.8
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*28	W	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/12-09/12	1	1	1	$350.00	

Rating: 3.8
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*29	TH	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/13-09/13	1	1	1	$350.00	

Rating: 3.8
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*30	F	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/14-09/14	1	1	1	$350.00	

Rating: 3.8
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*31	M	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/17-09/17	1	1	1	$350.00	

Rating: 3.8
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*32	TU	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/11-09/11	1	1	1	$350.00	

Rating: 4.7
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*33	W	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/12-09/12	1	1	1	$350.00	

Rating: 4.7
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*34	TH	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/13-09/13	1	1	1	$350.00	

Rating: 4.7
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*35	F	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/14-09/14	1	1	1	$350.00	

Rating: 4.7
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*36	M	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/17-09/17	1	1	1	$350.00	

Rating: 4.7
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*37	TU	6P-630P	WAVY NEWS10-6<	:30	$450.00	09/11-09/11	1	1	1	$450.00	

Rating: 6.4
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*38	W	6P-630P	WAVY NEWS10-6<	:30	$450.00	09/12-09/12	1	1	1	$450.00	

Rating: 6.4
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*39	TH	6P-630P	WAVY NEWS10-6<	:30	$450.00	09/13-09/13	1	1	1	$450.00	

Rating: 6.4
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*40	F	6P-630P	WAVY NEWS10-6<	:30	$450.00	09/14-09/14	1	1	1	$450.00	

Rating: 6.4
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*41	M	6P-630P	WAVY NEWS10-6<	:30	$800.00	09/17-09/17	1	1	1	$800.00	

Rating: 6.4
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*42	TH	630P-7P	NBC NITELY NWS<	:30	$500.00	09/13-09/13	1	1	1	$500.00	

Rating: 6.7
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*43	M	630P-7P	NBC NITELY NWS<	:30	$1,500.00	09/17-09/17	1	1	1	$1,500.00	

Rating: 6.7
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*44	SA	6P-630P	WAVY NWS 6P	:30	$150.00	09/15-09/15	1	1	1	$150.00	

Rating: 3.1
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
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
	*45	SA	630P-7P	NBC-NWS SAT	:30	$200.00	09/15-09/15	0	0	0	$0.00	

Rating: 6.1

Buyline Comment: CXL DUE N/A DUE PRGM CHANGE
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*46	SU	6P-7P	WAVY NW10 SUN1	:30	$150.00	09/16-09/16	2	1	2	$300.00	

Rating: 2.5

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*47	TU	7P-730P	ENT TONIGHT 30<	:30	$300.00	09/11-09/11	1	1	1	$300.00	

Rating: 4.5

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*48	W	7P-730P	ENT TONIGHT 30<	:30	$300.00	09/12-09/12	1	1	1	$300.00	

Rating: 4.5

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*49	TH	7P-730P	ENT TONIGHT 30<	:30	$300.00	09/13-09/13	1	1	1	$300.00	

Rating: 4.5

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
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
	*50	F	7P-730P	ENT TONIGHT 30<	:30	$300.00	09/14-09/14	1	1	1	$300.00	
Rating: 4.5												
			Buyline Comment: REVISE RATE PER STATION									
		Sales Remark:	V3 REVISE RATE PER STATION									
		V3 More than 2 codes changed										
	*51	M	7P-730P	ENT TONIGHT 30<	:30	$600.00	09/17-09/17	1	1	1	$600.00	
Rating: 4.5												
			Buyline Comment: REVISE RATE TO CLEAR									
		Sales Remark:	V3 REVISE RATE TO CLEAR									
		V3 More than 2 codes changed										
	*61	SU	1130P-12A	WAVY NW10 SUN11P	:30	$500.00	09/16-09/16	1	1	1	$500.00	
Rating: 5.5												
			Buyline Comment: REVISE TIME PD DUE NFL									
		Sales Remark:	V3 REVISE TIME PD									
		V3 More than 2 codes changed										
	*62	TU	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	09/11-09/11	1	1	1	$150.00	
Rating: 1.7												
			Buyline Comment: REVISE RATE PER STATION									
		Sales Remark:	V3 REVISE RATE PER STATION									
		V3 More than 2 codes changed										
	*63	W	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	09/12-09/12	1	1	1	$150.00	
Rating: 1.7												
			Buyline Comment: REVISE RATE PER STATION									
		Sales Remark:	V3 REVISE RATE PER STATION									
		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
	*64	TH	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	09/13-09/13	1	1	1	$150.00	

Rating: 1.7

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*65	F	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	09/14-09/14	1	1	1	$150.00	

Rating: 1.7

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*66	M	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	09/17-09/17	1	1	1	$150.00	

Rating: 1.7

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*68	W	630P-7P	NBC NITELY NWS<	:30	$500.00	09/12-09/12	1	1	1	$500.00	

Rating: 6.7

Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

---REPORT TOTALS---

Report Totals: 51 / $20,750.00

---SALES MONTHLY TOTALS---

Sep 12: 68 / $28,150.00

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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

-- CREDIT RISK ---

CASH IN ADVANCE