Rep Order# 6821805 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/07/2012 8:49 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# 2637
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2637
Flight Dates 09/25/2012 - 10/01/2012
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 $25,800
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	$125.00	09/25-09/25	1	1	1	$125.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	$125.00	09/26-09/26	1	1	1	$125.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	$125.00	09/27-09/27	1	1	1	$125.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	$125.00	09/28-09/28	1	1	1	$125.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	$125.00	10/01-10/01	1	1	1	$125.00	
Rating: 5.1												
	6	TU	6A-7A	WAVY NEWS-6A	:30	$300.00	09/25-09/25	1	1	1	$300.00	
Rating: 6.1												
	7	W	6A-7A	WAVY NEWS-6A	:30	$300.00	09/26-09/26	1	1	1	$300.00	
Rating: 6.1												
	8	TH	6A-7A	WAVY NEWS-6A	:30	$300.00	09/27-09/27	1	1	1	$300.00	
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	F	6A-7A	WAVY NEWS-6A	:30	$300.00	09/28-09/28	1	1	1	$300.00	
Rating: 6.1												
	10	M	6A-7A	WAVY NEWS-6A	:30	$300.00	10/01-10/01	1	1	1	$300.00	
Rating: 6.1												
	11	TU	7A-9A	TODAY SHW	:30	$300.00	09/25-09/25	1	1	1	$300.00	
Rating: 6.1												
	12	W	7A-9A	TODAY SHW	:30	$300.00	09/26-09/26	1	1	1	$300.00	
Rating: 6.1												
	13	TH	7A-9A	TODAY SHW	:30	$300.00	09/27-09/27	1	1	1	$300.00	
Rating: 6.1												
	14	F	7A-9A	TODAY SHW	:30	$300.00	09/28-09/28	1	1	1	$300.00	
Rating: 6.1												
	15	M	7A-9A	TODAY SHW	:30	$300.00	10/01-10/01	1	1	1	$300.00	
Rating: 6.1												
	16	SA	7A-8A	WAVY NWS SAT7A	:30	$200.00	09/29-09/29	1	1	1	$200.00	
Rating: 5.6												
	17	SU	8A-9A	SUN TODAY-NBC	:30	$225.00	09/30-09/30	1	1	1	$225.00	
Rating: 7.0												
	18	SU	9A-10A	MEET PRESS-SUN	:30	$150.00	09/30-09/30	1	1	1	$150.00	
Rating: 3.9												
	19	TU	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/25-09/25	1	1	1	$75.00	
Rating: 1.4												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	W	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/26-09/26	1	1	1	$75.00	
Rating: 1.4												
	21	TH	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/27-09/27	1	1	1	$75.00	
Rating: 1.4												
	22	F	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/28-09/28	1	1	1	$75.00	
Rating: 1.4												
	23	M	12P-1P	WAVY NEWS10-NN<	:30	$75.00	10/01-10/01	1	1	1	$75.00	
Rating: 1.4												
	24	SA	9A-7P	RYDER CUP GOLF	:30	$200.00	09/29-09/29	2	1	2	$400.00	
Rating: 1.5												
	25	SU	12P-6P	RYDER CUP GOLF	:30	$200.00	09/30-09/30	2	1	2	$400.00	
Rating: 1.5												
	26	TU	4P-5P	ANDERSON<	:30	$125.00	09/25-09/25	1	1	1	$125.00	
Rating: 1.6												
	27	W	4P-5P	ANDERSON<	:30	$125.00	09/26-09/26	1	1	1	$125.00	
Rating: 1.6												
	28	TH	4P-5P	ANDERSON<	:30	$125.00	09/27-09/27	1	1	1	$125.00	
Rating: 1.6												
	29	F	4P-5P	ANDERSON<	:30	$125.00	09/28-09/28	1	1	1	$125.00	
Rating: 1.6												
	30	M	4P-5P	ANDERSON<	:30	$125.00	10/01-10/01	1	1	1	$125.00	
Rating: 1.6												

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	31	TU	5P-530P	WAVY NEWS10-5<	:30	$300.00	09/25-09/25	1	1	1	$300.00	
Rating: 3.8												
	32	W	5P-530P	WAVY NEWS10-5<	:30	$300.00	09/26-09/26	1	1	1	$300.00	
Rating: 3.8												
	33	TH	5P-530P	WAVY NEWS10-5<	:30	$300.00	09/27-09/27	1	1	1	$300.00	
Rating: 3.8												
	34	F	5P-530P	WAVY NEWS10-5<	:30	$300.00	09/28-09/28	1	1	1	$300.00	
Rating: 3.8												
	35	M	5P-530P	WAVY NEWS10-5<	:30	$300.00	10/01-10/01	1	1	1	$300.00	
Rating: 3.8												
	36	TU	530P-6P	WAVY10NWS-5.30<	:30	$300.00	09/25-09/25	1	1	1	$300.00	
Rating: 4.7												
	37	W	530P-6P	WAVY10NWS-5.30<	:30	$300.00	09/26-09/26	1	1	1	$300.00	
Rating: 4.7												
	38	TH	530P-6P	WAVY10NWS-5.30<	:30	$300.00	09/27-09/27	1	1	1	$300.00	
Rating: 4.7												
	39	F	530P-6P	WAVY10NWS-5.30<	:30	$300.00	09/28-09/28	1	1	1	$300.00	
Rating: 4.7												
	40	M	530P-6P	WAVY10NWS-5.30<	:30	$300.00	10/01-10/01	1	1	1	$300.00	
Rating: 4.7												
	41	TU	6P-630P	WAVY NEWS10-6<	:30	$400.00	09/25-09/25	1	1	1	$400.00	
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	W	6P-630P	WAVY NEWS10-6<	:30	$400.00	09/26-09/26	1	1	1	$400.00	
Rating: 6.4												
	43	TH	6P-630P	WAVY NEWS10-6<	:30	$400.00	09/27-09/27	1	1	1	$400.00	
Rating: 6.4												
	44	F	6P-630P	WAVY NEWS10-6<	:30	$400.00	09/28-09/28	1	1	1	$400.00	
Rating: 6.4												
	45	M	6P-630P	WAVY NEWS10-6<	:30	$400.00	10/01-10/01	1	1	1	$400.00	
Rating: 6.4												
	46	TU	630P-7P	NBC NITELY NWS<	:30	$700.00	09/25-09/25	1	1	1	$700.00	
Rating: 6.7												
	47	W	630P-7P	NBC NITELY NWS<	:30	$700.00	09/26-09/26	1	1	1	$700.00	
Rating: 6.7												
	48	TH	630P-7P	NBC NITELY NWS<	:30	$700.00	09/27-09/27	1	1	1	$700.00	
Rating: 6.7												
	49	F	630P-7P	NBC NITELY NWS<	:30	$700.00	09/28-09/28	1	1	1	$700.00	
Rating: 6.7												
	50	M	630P-7P	NBC NITELY NWS<	:30	$700.00	10/01-10/01	1	1	1	$700.00	
Rating: 6.7												
	51	SA	6P-630P	WAVY NWS 6P	:30	$125.00	09/29-09/29	1	1	1	$125.00	
Rating: 3.1												
	52	SA	630P-7P	NBC-NWS SAT	:30	$700.00	09/29-09/29	1	1	1	$700.00	
Rating: 6.1												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	SU	6P-7P	WAVY NW10 SUN1	:30	$125.00	09/30-09/30	1	1	1	$125.00	
Rating: 2.5												
	54	TU	7P-730P	ENT TONIGHT 30<	:30	$250.00	09/25-09/25	1	1	1	$250.00	
Rating: 4.5												
	55	W	7P-730P	ENT TONIGHT 30<	:30	$250.00	09/26-09/26	1	1	1	$250.00	
Rating: 4.5												
	56	TH	7P-730P	ENT TONIGHT 30<	:30	$250.00	09/27-09/27	1	1	1	$250.00	
Rating: 4.5												
	57	F	7P-730P	ENT TONIGHT 30<	:30	$250.00	09/28-09/28	1	1	1	$250.00	
Rating: 4.5												
	58	M	7P-730P	ENT TONIGHT 30<	:30	$250.00	10/01-10/01	1	1	1	$250.00	
Rating: 4.5												
	59	TU	730P-8P	INSIDER<	:30	$250.00	09/25-09/25	1	1	1	$250.00	
Rating: 3.7												
	60	W	730P-8P	INSIDER<	:30	$250.00	09/26-09/26	1	1	1	$250.00	
Rating: 3.7												
	61	TH	730P-8P	INSIDER<	:30	$250.00	09/27-09/27	1	1	1	$250.00	
Rating: 3.7												
	62	F	730P-8P	INSIDER<	:30	$250.00	09/28-09/28	1	1	1	$250.00	
Rating: 3.7												
	63	M	730P-8P	INSIDER<	:30	$250.00	10/01-10/01	1	1	1	$250.00	
Rating: 3.7												

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	64	F	10P-11P	DATELNE FR-NBC	:30	$400.00	09/28-09/28	1	1	1	$400.00	
Rating: 3.5												
	65	SU	7P-810P	FTBL NITE AMRCA	:30	$500.00	09/30-09/30	1	1	1	$500.00	
Rating: 4.3												
	66	SU	810P-11P	NBC SUN-FTBL<	:30	$2,200.00	09/30-09/30	1	1	1	$2,200.00	
Rating: 12.8												
	67	TU	11P-1135P	WAVY NEWS10-11	:30	$400.00	09/25-09/25	1	1	1	$400.00	
Rating: 4.0												
	68	W	11P-1135P	WAVY NEWS10-11	:30	$400.00	09/26-09/26	1	1	1	$400.00	
Rating: 4.0												
	69	TH	11P-1135P	WAVY NEWS10-11	:30	$400.00	09/27-09/27	1	1	1	$400.00	
Rating: 4.0												
	70	F	11P-1135P	WAVY NEWS10-11	:30	$400.00	09/28-09/28	1	1	1	$400.00	
Rating: 4.0												
	71	M	11P-1135P	WAVY NEWS10-11	:30	$400.00	10/01-10/01	1	1	1	$400.00	
Rating: 4.0												
	72	SA	11P-1130P	WAVY NEWS10-11	:30	$400.00	09/29-09/29	1	1	1	$400.00	
Rating: 5.2												
	73	SU	11P-1130P	WAVY NW10 SUN11P	:30	$400.00	09/30-09/30	1	1	1	$400.00	
Rating: 5.5												
	74	SU	1130P-12A	WAVY NW10 AFTER NFL	:30	$400.00	09/30-09/30	1	1	1	$400.00	
Rating: 2.7												

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	75	TU	1135P-1235A	TONITE SHW-NBC<	:30	$125.00	09/25-09/25	2	1	2	$250.00	
Rating: 1.7												
	76	W	1135P-1235A	TONITE SHW-NBC<	:30	$125.00	09/26-09/26	2	1	2	$250.00	
Rating: 1.7												
	77	TH	1135P-1235A	TONITE SHW-NBC<	:30	$125.00	09/27-09/27	2	1	2	$250.00	
Rating: 1.7												
	78	F	1135P-1235A	TONITE SHW-NBC<	:30	$125.00	09/28-09/28	2	1	2	$250.00	
Rating: 1.7												
	79	M	1135P-1235A	TONITE SHW-NBC<	:30	$125.00	10/01-10/01	2	1	2	$250.00	
Rating: 1.7												
	80	SA	1130P-1A	SAT NITE LIVE	:30	$300.00	09/29-09/29	1	1	1	$300.00	
Rating: 3.8												

---REPORT TOTALS---

Report Totals: 87 / $25,800.00

---SALES MONTHLY TOTALS---

Sep 12: 73 / $22,025.00 Oct 12: 14 / $3,775.00

Sales Totals: 87 / $25,800.00

Station Totals: 87 / $25,800.00

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

---COMPETITIVE---

Market Totals $62,927 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 FEB12, MAY11, NOV11, ENOV12
Demos RA3564

-- CREDIT RISK ---

CASH IN ADVANCE