Rep Order# 6821799 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/07/2012 8:46 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# 2634
Buyer Ben Angle
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2634
Flight Dates 09/04/2012 - 09/10/2012
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 $29,500
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	09/04-09/04	1	1	1	$275.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	$275.00	09/05-09/05	1	1	1	$275.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	$275.00	09/06-09/06	1	1	1	$275.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	$275.00	09/07-09/07	1	1	1	$275.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	$275.00	09/10-09/10	1	1	1	$275.00	
Rating: 5.1												
	6	TU	6A-7A	WAVY NEWS-6A	:30	$475.00	09/04-09/04	1	1	1	$475.00	
Rating: 6.1												
	7	W	6A-7A	WAVY NEWS-6A	:30	$475.00	09/05-09/05	1	1	1	$475.00	
Rating: 6.1												
	8	TH	6A-7A	WAVY NEWS-6A	:30	$475.00	09/06-09/06	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	F	6A-7A	WAVY NEWS-6A	:30	$475.00	09/07-09/07	1	1	1	$475.00	
Rating: 6.1												
	10	M	6A-7A	WAVY NEWS-6A	:30	$475.00	09/10-09/10	1	1	1	$475.00	
Rating: 6.1												
	11	TU	7A-9A	TODAY SHW	:30	$475.00	09/04-09/04	1	1	1	$475.00	
Rating: 6.1												
	12	TH	7A-9A	TODAY SHW	:30	$475.00	09/06-09/06	1	1	1	$475.00	
Rating: 6.1												
	13	M	7A-9A	TODAY SHW	:30	$475.00	09/10-09/10	1	1	1	$475.00	
Rating: 6.1												
	14	SA	6A-7A	WAVY NWS SAT6A	:30	$200.00	09/08-09/08	1	1	1	$200.00	
Rating: 3.1												
	15	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	09/08-09/08	1	1	1	$250.00	
Rating: 5.6												
	16	SU	6A-7A	WAVY NWS SUN6A	:30	$200.00	09/09-09/09	1	1	1	$200.00	
Rating: 3.7												
	17	SU	7A-8A	WAVY NWS SUN7A	:30	$250.00	09/09-09/09	1	1	1	$250.00	
Rating: 5.8												
	18	TU	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/04-09/04	1	1	1	$200.00	
Rating: 3.1												
	19	W	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/05-09/05	1	1	1	$200.00	
Rating: 3.1												

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	20	TH	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/06-09/06	1	1	1	$200.00	
Rating: 3.1												
	21	F	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/07-09/07	1	1	1	$200.00	
Rating: 3.1												
	22	M	9A-10A	TODAY SHW2-NBC	:30	$200.00	09/10-09/10	1	1	1	$200.00	
Rating: 3.1												
	23	TU	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/04-09/04	1	1	1	$75.00	
Rating: 1.4												
	24	W	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/05-09/05	1	1	1	$75.00	
Rating: 1.4												
	25	TH	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/06-09/06	1	1	1	$75.00	
Rating: 1.4												
	26	F	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/07-09/07	1	1	1	$75.00	
Rating: 1.4												
	27	M	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/10-09/10	1	1	1	$75.00	
Rating: 1.4												
	28	TU	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/04-09/04	1	1	1	$400.00	
Rating: 3.8												
	29	W	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/05-09/05	1	1	1	$400.00	
Rating: 3.8												
	30	TH	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/06-09/06	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	F	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/07-09/07	1	1	1	$400.00	
Rating: 3.8												
	32	M	5P-530P	WAVY NEWS10-5<	:30	$400.00	09/10-09/10	1	1	1	$400.00	
Rating: 3.8												
	33	TU	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/04-09/04	1	1	1	$450.00	
Rating: 4.7												
	34	W	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/05-09/05	1	1	1	$450.00	
Rating: 4.7												
	35	TH	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/06-09/06	1	1	1	$450.00	
Rating: 4.7												
	36	F	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/07-09/07	1	1	1	$450.00	
Rating: 4.7												
	37	M	530P-6P	WAVY10NWS-5.30<	:30	$450.00	09/10-09/10	1	1	1	$450.00	
Rating: 4.7												
	38	TU	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/04-09/04	1	1	1	$600.00	
Rating: 6.4												
	39	W	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/05-09/05	1	1	1	$600.00	
Rating: 6.4												
	40	TH	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/06-09/06	1	1	1	$600.00	
Rating: 6.4												
	41	F	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/07-09/07	1	1	1	$600.00	
Rating: 6.4												

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	42	M	6P-630P	WAVY NEWS10-6<	:30	$600.00	09/10-09/10	1	1	1	$600.00	
Rating: 6.4												
	43	TH	630P-7P	NBC NITELY NWS<	:30	$1,200.00	09/06-09/06	1	1	1	$1,200.00	
Rating: 6.7												
	44	F	630P-7P	NBC NITELY NWS<	:30	$1,200.00	09/07-09/07	1	1	1	$1,200.00	
Rating: 6.7												
	45	M	630P-7P	NBC NITELY NWS<	:30	$1,200.00	09/10-09/10	1	1	1	$1,200.00	
Rating: 6.7												
	46	SA	6P-630P	WAVY NWS 6P	:30	$200.00	09/08-09/08	1	1	1	$200.00	
Rating: 3.1												
	47	SA	630P-7P	NBC-NWS SAT	:30	$200.00	09/08-09/08	1	1	1	$200.00	
Rating: 6.1												
	48	SU	6P-7P	WAVY NW10 SUN1	:30	$200.00	09/09-09/09	2	1	2	$400.00	
Rating: 2.5												
	49	TU	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/04-09/04	1	1	1	$500.00	
Rating: 4.5												
	50	W	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/05-09/05	1	1	1	$500.00	
Rating: 4.5												
	51	TH	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/06-09/06	1	1	1	$500.00	
Rating: 4.5												
	52	F	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/07-09/07	1	1	1	$500.00	
Rating: 4.5												

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	53	M	7P-730P	ENT TONIGHT 30<	:30	$500.00	09/10-09/10	1	1	1	$500.00	
Rating: 4.5												
	54	W	830P-1130P	NFL: DAL VS NYG	:30	$2,800.00	09/05-09/05	1	1	1	$2,800.00	
Rating: 13.5												
	55	F	10P-11P	DATELNE FR-NBC	:30	$400.00	09/07-09/07	1	1	1	$400.00	
Rating: 3.5												
	56	SU	7P-810P	FTBL NITE AMRCA	:30	$500.00	09/09-09/09	1	1	1	$500.00	
Rating: 4.3												
	57	TU	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/04-09/04	1	1	1	$500.00	
Rating: 4.0												
	58	W	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/05-09/05	1	1	1	$500.00	
Rating: 4.0												
	59	TH	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/06-09/06	1	1	1	$500.00	
Rating: 4.0												
	60	F	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/07-09/07	1	1	1	$500.00	
Rating: 4.0												
	61	M	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/10-09/10	1	1	1	$500.00	
Rating: 4.0												
	62	SA	11P-1130P	WAVY NEWS10-11	:30	$500.00	09/08-09/08	1	1	1	$500.00	
Rating: 5.2												
	63	SU	11P-1130P	WAVY NW10 SUN11P	:30	$500.00	09/09-09/09	1	1	1	$500.00	
Rating: 5.5												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	64	F	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	09/07-09/07	1	1	1	$175.00	
Rating: 1.7												
	65	M	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	09/10-09/10	1	1	1	$175.00	
Rating: 1.7												
	66	SA	1130P-1A	SAT NITE LIVE	:30	$350.00	09/08-09/08	1	1	1	$350.00	
Rating: 3.8												

--REPORT TOTALS---

Report Totals: 67 / $29,500.00

--SALES MONTHLY TOTALS--

Sep 12: 67 / $29,500.00

Sales Totals: 67 / $29,500.00

Station Totals: 67 / $29,500.00

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

--COMPETITIVE---

Market Totals	$71,951	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

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