Rep Order# 6821799 **Ver#** 9 **Status** Revised **Traffic Order#** **Printed:** 08/30/2012 7:31 PM
EC'd Yes **Last Received:** 08/30/2012 5:19 PM
Showing Buylines: All Rep & Sta Revised 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 --

VER 9 ISSUED TO CXL LN 5; REVISE RATE LN 54
CONTRACT TOTAL REMAINS $14,250
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*2	W	5A-6A	WAVY NEWS-5A	:30	$150.00	09/05-09/05	0	0	0	$0.00	
Rating: 5.1												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*4	F	5A-6A	WAVY NEWS-5A	:30	$150.00	09/07-09/07	0	0	0	$0.00	
Rating: 5.1												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*5	M	5A-6A	WAVY NEWS-5A	:30	$300.00	09/10-09/10	0	0	0	$0.00	
Rating: 5.1												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		Sales Remark: V9 CXL PER AGY/CLIENT REQUEST										
		V5 More than 2 codes changed										
		V7 More than 2 codes changed										
		V9 More than 2 codes changed										
	*8	TH	6A-7A	WAVY NEWS-6A	:30	$350.00	09/06-09/06	0	0	0	$0.00	
Rating: 6.1												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 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	M	6A-7A	WAVY NEWS-6A	:30	$700.00	09/10-09/10	0	0	0	$0.00	
Rating: 6.1												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
		V5 More than 2 codes changed										
	*12	TH	7A-9A	TODAY SHW	:30	$350.00	09/06-09/06	0	0	0	$0.00	
Rating: 6.1												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
		V5 More than 2 codes changed										
	*13	M	7A-9A	TODAY SHW	:30	$700.00	09/10-09/10	0	0	0	$0.00	
Rating: 6.1												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
		V5 More than 2 codes changed										
	*14	SA	6A-7A	WAVY NWS SAT6A	:30	$200.00	09/08-09/08	0	0	0	$0.00	
Rating: 3.1												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
		V5 More than 2 codes changed										
	*16	SU	6A-7A	WAVY NWS SUN6A	:30	$200.00	09/09-09/09	0	0	0	$0.00	
Rating: 3.7												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
		V5 More than 2 codes changed										
	*19	W	9A-10A	TODAY SHW2-NBC	:30	$300.00	09/05-09/05	0	0	0	$0.00	
Rating: 3.1												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
		V5 More than 2 codes changed										
	*20	TH	9A-10A	TODAY SHW2-NBC	:30	$300.00	09/06-09/06	0	0	0	$0.00	
Rating: 3.1												
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
		V5 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
	*21	F	9A-10A	TODAY SHW2-NBC	:30	$300.00	09/07-09/07	0	0	0	$0.00	
Rating: 3.1												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*22	M	9A-10A	TODAY SHW2-NBC	:30	$300.00	09/10-09/10	0	0	0	$0.00	
Rating: 3.1												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*24	W	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/05-09/05	0	0	0	$0.00	
Rating: 1.4												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*25	TH	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/06-09/06	0	0	0	$0.00	
Rating: 1.4												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*27	M	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/10-09/10	0	0	0	$0.00	
Rating: 1.4												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*29	W	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/05-09/05	0	0	0	$0.00	
Rating: 3.8												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*32	M	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/10-09/10	0	0	0	$0.00	
Rating: 3.8												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										

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	*34	W	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/05-09/05	0	0	0	$0.00	
Rating: 4.7												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*39	W	6P-630P	WAVY NEWS10-6<	:30	$800.00	09/05-09/05	0	0	0	$0.00	
Rating: 6.4												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*43	TH	630P-7P	NBC NITELY NWS<	:30	$1,500.00	09/06-09/06	0	0	0	$0.00	
Rating: 6.7												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*44	F	630P-7P	NBC NITELY NWS<	:30	$1,500.00	09/07-09/07	0	0	0	$0.00	
Rating: 6.7												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*45	M	630P-7P	NBC NITELY NWS<	:30	$1,500.00	09/10-09/10	0	0	0	$0.00	
Rating: 6.7												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*48	SU	6P-7P	WAVY NW10 SUN1	:30	$150.00	09/09-09/09	1	1	1	$150.00	
Rating: 2.5												
			Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*53	M	7P-730P	ENT TONIGHT 30<	:30	$600.00	09/10-09/10	1	1	1	$600.00	
Rating: 4.5												
			Buyline Comment: REVISE RATE PER STATION									
		V5 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
	*54	W	830P-1130P	NFL: DAL VS NYG	:30	$2,500.00	09/05-09/05	1	1	1	$2,500.00	

Rating: 13.5

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V9 REVISE RATE TO CLEAR
V5 More than 2 codes changed
V7 Rate Changed
V9 More than 2 codes changed

	*56	SU	7P-810P	FTBL NITE AMRCA	:30	$500.00	09/09-09/09	0	0	0	$0.00	

Rating: 4.3

Buyline Comment: CXL PER AGY/CLIENT REQUEST
V5 More than 2 codes changed

	*58	W	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/05-09/05	0	0	0	$0.00	

Rating: 4.0

Buyline Comment: CXL PER AGY/CLIENT REQUEST
V5 More than 2 codes changed

	*59	TH	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/06-09/06	0	0	0	$0.00	

Rating: 4.0

Buyline Comment: CXL PER AGY/CLIENT REQUEST
V5 More than 2 codes changed

	*60	F	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/07-09/07	0	0	0	$0.00	

Rating: 4.0

Buyline Comment: CXL PER AGY/CLIENT REQUEST
V5 More than 2 codes changed

	*61	M	11P-1135P	WAVY NEWS10-11	:30	$500.00	09/10-09/10	0	0	0	$0.00	

Rating: 4.0

Buyline Comment: CXL PER AGY/CLIENT REQUEST
V5 More than 2 codes changed

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	*62	SA	11P-1130P	WAVY NEWS10-11	:30	$500.00	09/08-09/08	0	0	0	$0.00	
Rating: 5.2												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*63	SU	1130P-12A	WAVY NW10 SUN AFTER NFL	:30	$500.00	09/09-09/09	0	0	0	$0.00	
Rating: 5.5												
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*67	W	430A-459A	NEWS	:30	$25.00	09/05-09/05	0	0	0	$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										
	*68	SA	8A-9A	TODAY SHOW SAT	:30	$300.00	09/08-09/08	0	0	0	$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
		V5 More than 2 codes changed										

---REPORT TOTALS---

Report Totals: 3 / $3,250.00

---SALES MONTHLY TOTALS---

Sep 12: 34 / $14,250.00

Sales Totals: 34 / $14,250.00

Station Totals: 34 / $14,250.00

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

---COMPETITIVE---

Market Totals	$34,756	CATV	0%	WAVY	41%	WGNT	1%	WPXV	0%	WTKR	21%
		WTVZ	2%	WVBT	11%	WVEC	24%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

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Books JUL10, JUL11, EJUL12
Demos RA3564

-- CREDIT RISK ---
CASH IN ADVANCE