Rep Order# 6820396 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/04/2012 5:21 PM
EC'd No **Last Received:** 05/31/2012 11:01 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .HIRSCHBIEL FOR CONG
Product candidate
Estimate# 1219
Buyer Maura Gilroy
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 106/113/1219
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

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

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 18,300
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	WAVY NEWS-5A<	:30	$100.00	10/02-10/05	4	1	4	$400.00	
	2	TU-F	6A-7A	WAVY NEWS-6A<	:30	$250.00	10/02-10/05	4	1	4	$1,000.00	
	3	TU-F	7A-9A	TODAY SHW<	:30	$250.00	10/02-10/05	4	1	4	$1,000.00	
	4	TU-F	430A-459A	WAVY NEWS-430A<	:30	$25.00	10/02-10/05	1	1	1	$25.00	
	5	TU-F	9A-10A	TODAY SHW2-NBC	:30	$100.00	10/02-10/05	1	1	1	$100.00	
	6	TU-F	10A-11A	TODAY SHW3-NBC	:30	$75.00	10/02-10/05	1	1	1	$75.00	
	7	TU-F	11A-12P	HAMPTN RDS SHW<	:30	$50.00	10/02-10/05	1	1	1	$50.00	
	8	TU-F	12P-1P	WAVY NEWS10-NN<	:30	$50.00	10/02-10/05	1	1	1	$50.00	
	9	TU-F	1P-2P	DAYS-OUR LIVES	:30	$100.00	10/02-10/05	1	1	1	$100.00	
	10	TU-F	2P-3P	DOCTORS<	:30	$50.00	10/02-10/05	1	1	1	$50.00	
	11	SU	9A-10A	MEET PRESS-SUN	:30	$100.00	10/07-10/07	1	1	1	$100.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	12	TU-F	3P-4P	MAURY POVICH<	:30	$75.00	10/02-10/05	1	1	1	$75.00	
	13	TU-F	4P-5P	ANDERSON<	:30	$100.00	10/02-10/05	1	1	1	$100.00	
	14	TU-F	5P-530P	WAVY NEWS10-5<	:30	$250.00	10/02-10/05	4	1	4	$1,000.00	
	15	TU-F	530P-6P	WAVY10NWS-5.30<	:30	$250.00	10/02-10/05	4	1	4	$1,000.00	
	16	TU-F	6P-630P	WAVY NEWS10-6<	:30	$350.00	10/02-10/05	4	1	4	$1,400.00	
	17	TU-F	630P-7P	NBC NITELY NWS	:30	$500.00	10/02-10/05	4	1	4	$2,000.00	
	18	TU-F	7P-730P	ENT TONIGHT 30<	:30	$200.00	10/02-10/05	1	1	1	$200.00	
	19	TU-F	730P-8P	INSIDER<	:30	$200.00	10/02-10/05	1	1	1	$200.00	
	20	SA	7P-8P	ENT TONITE60 W	:30	$100.00	10/06-10/06	1	1	1	$100.00	
	21	M	8P-10P	THE SING OFF	:30	$500.00	10/08-10/08	1	1	1	$500.00	
	22	TU	10P-11P	PARENTHOOD-NBC	:30	$500.00	10/02-10/02	1	1	1	$500.00	
	23	W	10P-11P	LAW&O:SVU-NBC	:30	$600.00	10/03-10/03	1	1	1	$600.00	
	24	F	9P-10P	GRIMM	:30	$300.00	10/05-10/05	1	1	1	$300.00	
	25	TU-F	11P-1135P	WAVY NEWS10-11<	:30	$350.00	10/02-10/05	4	1	4	$1,400.00	
	26	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	$100.00	10/02-10/05	3	1	3	$300.00	
	27	SA	1130P-1A	SAT NITE LIVE	:30	$450.00	10/06-10/06	1	1	1	$450.00	

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	28	SU	815P-1130P	NFL ON NBC SUNDAY NIGHT FOOTBALL	:30	$1,800.00	10/07-10/07	1	1	1	$1,800.00	
	29	M	5A-6A	WAVY NEWS-5A<	:30	$100.00	10/08-10/08	1	1	1	$100.00	
	30	M	6A-7A	WAVY NEWS-6A<	:30	$250.00	10/08-10/08	1	1	1	$250.00	
	31	M	7A-9A	TODAY SHW<	:30	$250.00	10/08-10/08	1	1	1	$250.00	
	32	M	430A-459A	WAVY NEWS-430A<	:30	$25.00	10/08-10/08	1	1	1	$25.00	
	33	M	9A-10A	TODAY SHW2-NBC	:30	$100.00	10/08-10/08	1	1	1	$100.00	
	34	M	10A-11A	TODAY SHW3-NBC	:30	$75.00	10/08-10/08	1	1	1	$75.00	
	35	M	11A-12P	HAMPTN RDS SHW<	:30	$50.00	10/08-10/08	1	1	1	$50.00	
	36	M	12P-1P	WAVY NEWS10-NN<	:30	$50.00	10/08-10/08	1	1	1	$50.00	
	37	M	1P-2P	DAYS-OUR LIVES	:30	$100.00	10/08-10/08	1	1	1	$100.00	
	38	M	2P-3P	DOCTORS<	:30	$50.00	10/08-10/08	1	1	1	$50.00	
	39	M	3P-4P	MAURY POVICH<	:30	$75.00	10/08-10/08	1	1	1	$75.00	
	40	M	4P-5P	ANDERSON<	:30	$100.00	10/08-10/08	1	1	1	$100.00	
	41	M	5P-530P	WAVY NEWS10-5<	:30	$250.00	10/08-10/08	1	1	1	$250.00	
	42	M	530P-6P	WAVY10NWS-5.30<	:30	$250.00	10/08-10/08	1	1	1	$250.00	
	43	M	6P-630P	WAVY NEWS10-6<	:30	$350.00	10/08-10/08	1	1	1	$350.00	

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	44	M	630P-7P	NBC NITELY NWS	:30	$500.00	10/08-10/08	1	1	1	$500.00	
	45	M	7P-730P	ENT TONIGHT 30<	:30	$200.00	10/08-10/08	1	1	1	$200.00	
	46	M	730P-8P	INSIDER<	:30	$200.00	10/08-10/08	1	1	1	$200.00	
	47	M	11P-1135P	WAVY NEWS10-11<	:30	$350.00	10/08-10/08	1	1	1	$350.00	
	48	M	1135P-1235A	TONITE SHW-NBC<	:30	$100.00	10/08-10/08	1	1	1	$100.00	

---REPORT TOTALS---

Report Totals: 74 / $18,300.00

---SALES MONTHLY TOTALS---

Oct 12: 74 / $18,300.00

Sales Totals: 74 / $18,300.00

Station Totals: 74 / $18,300.00

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

---COMPETITIVE---

Market Totals	$73,200	CATV	0%	WAVY	25%	WGNT	2%	WPXV	0%	WTKR	31%
		WTVZ	2%	WVBT	12%	WVEC	28%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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