Rep Order# 6820396 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 10/01/2012 3:42 PM
EC'd Yes **Last Received:** 10/01/2012 3:21 PM
Showing Buylines: All Rep & Sta Revised Lines

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

Agency ( ) GMMB
3050 K ST NW
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 --

VER 3 ISSUE CXL 2X IN LNS 1-3,14-16 AMD 25
CXL 1X IN LN 16
CXL LNS 4,6,8,11,17,32-33 AND 44
REVISE RATE IN LNS 5,9, 13-16,18-19,21-22,24-36 AND 40-43&45
TOTAL REMAINS 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	$300.00	10/02-10/05	2	1	2	$600.00	
		Buyline Comment: REVISE RATE;CXL 2X										
		Sales Remark: V3 REVISE RATE;CXL 2X										
		V3 More than 2 codes changed										
	*2	TU-F	6A-7A	WAVY NEWS-6A<	:30	$350.00	10/02-10/05	2	1	2	$700.00	
		Buyline Comment: REVISE RATE;CXL 2X										
		Sales Remark: V3 REVISE RATE;CXL 2X										
		V3 More than 2 codes changed										
	*3	TU-F	7A-9A	TODAY SHW<	:30	$350.00	10/02-10/05	2	1	2	$700.00	
		Buyline Comment: REVISE RATE;CXL 2X										
		Sales Remark: V3 REVISE RATE;CXL 2X										
		V3 More than 2 codes changed										
	*4	TU-F	430A-459A	WAVY NEWS-430A<	:30	$60.00	10/02-10/05	0	0	0	$0.00	
		Buyline Comment: REVISE RATE;CXL										
		Sales Remark: V3 REVISE RATE;CXL										
		V3 More than 2 codes changed										

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	*5	TU-F	9A-10A	TODAY SHW2-NBC	:30	$300.00	10/02-10/05	1	1	1	$300.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*6	TU-F	10A-11A	TODAY SHW3-NBC	:30	$250.00	10/02-10/05	0	0	0	$0.00	
		Buyline Comment: REVISE RATE;CXL										
		Sales Remark: V3 REVISE RATE;CXL										
		V3 More than 2 codes changed										
	*8	TU-F	12P-1P	WAVY NEWS10-NN<	:30	$75.00	10/02-10/05	0	0	0	$0.00	
		Buyline Comment: REVISE RATE;CXL										
		Sales Remark: V3 REVISE RATE;CXL										
		V3 More than 2 codes changed										
	*9	TU-F	1P-2P	DAYS-OUR LIVES	:30	$150.00	10/02-10/05	1	1	1	$150.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*11	SU	9A-10A	MEET PRESS-SUN	:30	$800.00	10/07-10/07	0	0	0	$0.00	
		Buyline Comment: REVISE RATE;CXL										
		Sales Remark: V3 REVISE RATE;CXL										
		V3 More than 2 codes changed										
	*13	TU-F	4P-5P	ANDERSON<	:30	$175.00	10/02-10/05	1	1	1	$175.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*14	TU-F	5P-530P	WAVY NEWS10-5<	:30	$350.00	10/02-10/05	2	1	2	$700.00	
		Buyline Comment: REVISE RATE;CXL 2X										
		Sales Remark: V3 REVISE RATE;CXL 2X .										
		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
	*15	TU-F	530P-6P	WAVY10NWS-5.30<	:30	$350.00	10/02-10/05	2	1	2	$700.00	
		Buyline Comment: REVISE RATE;CXL 2X										
		Sales Remark: V3 REVISE RATE;CXL 2X										
		V3 More than 2 codes changed										
	*16	TU-F	6P-630P	WAVY NEWS10-6<	:30	$450.00	10/02-10/05	2	1	2	$900.00	
		Buyline Comment: REVISE RATE;CXL 2X										
		Sales Remark: V3 REVISE RATE;CXL 2X										
		V3 More than 2 codes changed										
	*17	TU-F	630P-7P	NBC NITELY NWS	:30	$1,500.00	10/02-10/05	0	0	0	$0.00	
		Buyline Comment: CXL										
		Sales Remark: V3 CXL										
		V3 More than 2 codes changed										
	*18	TU-F	7P-730P	ENT TONIGHT 30<	:30	$600.00	10/02-10/05	1	1	1	$600.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*19	TU-F	730P-8P	INSIDER<	:30	$600.00	10/02-10/05	1	1	1	$600.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*20	SA	7P-8P	ENT TONITE60 W	:30	$100.00	10/06-10/06	0	0	0	$0.00	
		Buyline Comment: CXL DUE TO NA										
		Sales Remark: V3 CXL DUE TO NA										
		V3 More than 2 codes changed										
	*21	M	8P-10P	THE VOICE	:30	$1,400.00	10/08-10/08	1	1	1	$1,400.00	
		Buyline Comment: REVISE RATE;REVISE PRGM										
		Sales Remark: V3 REVISE RATE;REVISE PRGM										
		V3 More than 2 codes changed										

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---	---	---	---	---	---	---	---	---	---	---	---	---
	*22	TU	10P-11P	PARENTHOOD-NBC	:30	$1,100.00	10/02-10/02	1	1	1	$1,100.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*23	W	10P-11P	LAW&O:SVU-NBC	:30	$600.00	10/03-10/03	0	0	0	$0.00	
		Buyline Comment: CXL DUE TO NA										
		Sales Remark: V3 CXL DUE TO NA										
		V3 More than 2 codes changed										
	*24	F	9P-10P	GRIMM	:30	$1,000.00	10/05-10/05	1	1	1	$1,000.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*25	TU-F	11P-1135P	WAVY NEWS10-11<	:30	$500.00	10/02-10/05	2	1	2	$1,000.00	
		Buyline Comment: REVISE RATE;CXL 2X										
		Sales Remark: V3 REVISE RATE;CXL 2X										
		V3 More than 2 codes changed										
	*26	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/02-10/05	2	1	2	$600.00	
		Buyline Comment: REVISE RATE;CXL 1X										
		Sales Remark: V3 REVISE RATE;CXL 1X										
		V3 More than 2 codes changed										
	*27	SA	1130P-1A	SAT NITE LIVE	:30	$350.00	10/06-10/06	1	1	1	$350.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*28	SU	815P-1130P	NFL ON NBC SUNDAY NIGHT FOOTBALL	:30	$2,500.00	10/07-10/07	1	1	1	$2,500.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		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
	*29	M	5A-6A	WAVY NEWS-5A<	:30	$300.00	10/08-10/08	1	1	1	$300.00	
				Buyline Comment: REVISE RATE								
				Sales Remark: V3 REVISE RATE								
				V3 More than 2 codes changed								
	*30	M	6A-7A	WAVY NEWS-6A<	:30	$350.00	10/08-10/08	1	1	1	$350.00	
				Buyline Comment: REVISE RATE								
				Sales Remark: V3 REVISE RATE								
				V3 More than 2 codes changed								
	*31	M	7A-9A	TODAY SHW<	:30	$350.00	10/08-10/08	1	1	1	$350.00	
				Buyline Comment: REVISE RATE								
				Sales Remark: V3 REVISE RATE								
				V3 More than 2 codes changed								
	*32	M	430A-459A	WAVY NEWS-430A<	:30	$60.00	10/08-10/08	0	0	0	$0.00	
				Buyline Comment: CXL;								
				Sales Remark: V3 CXL								
				V3 More than 2 codes changed								
	*33	M	9A-10A	TODAY SHW2-NBC	:30	$150.00	10/08-10/08	0	0	0	$0.00	
				Buyline Comment: CXL								
				Sales Remark: V3 CXL								
				V3 More than 2 codes changed								
	*34	M	10A-11A	TODAY SHW3-NBC	:30	$125.00	10/08-10/08	1	1	1	$125.00	
				Buyline Comment: REVISE RATE								
				Sales Remark: V3 REVISE RATE								
				V3 More than 2 codes changed								
	*36	M	12P-1P	WAVY NEWS10-NN<	:30	$75.00	10/08-10/08	1	1	1	$75.00	
				Buyline Comment: REVISE RATE								
				Sales Remark: V3 REVISE RATE								
				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
	*37	M	1P-2P	DAYS-OUR LIVES	:30	$150.00	10/08-10/08	1	1	1	$150.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*40	M	4P-5P	ANDERSON<	:30	$125.00	10/08-10/08	1	1	1	$125.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*41	M	5P-530P	WAVY NEWS10-5<	:30	$350.00	10/08-10/08	1	1	1	$350.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*42	M	530P-6P	WAVY10NWS-5.30<	:30	$350.00	10/08-10/08	1	1	1	$350.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*43	M	6P-630P	WAVY NEWS10-6<	:30	$450.00	10/08-10/08	1	1	1	$450.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*44	M	630P-7P	NBC NITELY NWS	:30	$1,500.00	10/08-10/08	0	0	0	$0.00	
		Buyline Comment: CXL										
		Sales Remark: V3 CXL										
		V3 More than 2 codes changed										
	*45	M	7P-730P	ENT TONIGHT 30<	:30	$300.00	10/08-10/08	1	1	1	$300.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										

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	*46	M	730P-8P	INSIDER<	:30	$300.00	10/08-10/08	1	1	1	$300.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*47	M	11P-1135P	WAVY NEWS10-11<	:30	$500.00	10/08-10/08	1	1	1	$500.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										
	*48	M	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	10/08-10/08	1	1	1	$150.00	
		Buyline Comment: REVISE RATE										
		Sales Remark: V3 REVISE RATE										
		V3 More than 2 codes changed										

---REPORT TOTALS---

Report Totals: 40 / $17,950.00

---SALES MONTHLY TOTALS---

Oct 12: 46 / $18,300.00

Sales Totals: 46 / $18,300.00

Station Totals: 46 / $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

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Books NOV10, MAY11, ENOV11
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---
CASH IN ADVANCE