Rep Order# 6820447 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/04/2012 5:23 PM
EC'd No **Last Received:** 05/31/2012 12:13 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .HIRSCHBIEL FOR CONG
Product PAUL HIRSCHBEIL
Estimate# 1222
Buyer Maura Gilroy
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 106/113/1222
Flight Dates 10/23/2012 - 10/29/2012
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 21,085
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	10/23-10/26	4	1	4	$400.00	
	2	TU-F	6A-7A	WAVY NEWS-6A<	:30	$250.00	10/23-10/26	4	1	4	$1,000.00	
	3	TU-F	7A-9A	TODAY SHW<	:30	$250.00	10/23-10/26	4	1	4	$1,000.00	
	4	TU-F	430A-459A	WAVY NEWS-430A<	:30	$25.00	10/23-10/26	1	1	1	$25.00	
	5	SA	6A-7A	WAVY NWS SAT6A	:30	$60.00	10/27-10/27	1	1	1	$60.00	
	6	SA	7A-8A	WAVY NWS SAT7A	:30	$150.00	10/27-10/27	1	1	1	$150.00	
	7	SU	7A-8A	WAVY NWS SUN7A	:30	$125.00	10/28-10/28	1	1	1	$125.00	
	8	TU-F	9A-10A	TODAY SHW2-NBC	:30	$100.00	10/23-10/26	3	1	3	$300.00	
	9	TU-F	10A-11A	TODAY SHW3-NBC	:30	$75.00	10/23-10/26	1	1	1	$75.00	
	10	TU-F	11A-12P	HAMPTN RDS SHW<	:30	$50.00	10/23-10/26	2	1	2	$100.00	
	11	TU-F	12P-1P	WAVY NEWS10-NN<	:30	$50.00	10/23-10/26	2	1	2	$100.00	

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	12	TU-F	1P-2P	DAYS-OUR LIVES	:30	$100.00	10/23-10/26	1	1	1	$100.00	
	13	TU-F	2P-3P	DOCTORS<	:30	$50.00	10/23-10/26	2	1	2	$100.00	
	14	SA	8A-10A	SATURDAY TODAY	:30	$200.00	10/27-10/27	1	1	1	$200.00	
	15	SU	9A-10A	MEET PRESS-SUN	:30	$100.00	10/28-10/28	1	1	1	$100.00	
	16	TU-F	3P-4P	MAURY POVICH<	:30	$75.00	10/23-10/26	1	1	1	$75.00	
	17	TU-F	4P-5P	ANDERSON<	:30	$100.00	10/23-10/26	3	1	3	$300.00	
	18	TU-F	5P-530P	WAVY NEWS10-5<	:30	$250.00	10/23-10/26	4	1	4	$1,000.00	
	19	TU-F	530P-6P	WAVY10NWS-5.30<	:30	$250.00	10/23-10/26	4	1	4	$1,000.00	
	20	TU-F	6P-630P	WAVY NEWS10-6<	:30	$350.00	10/23-10/26	4	1	4	$1,400.00	
	21	TU-F	630P-7P	NBC NITELY NWS	:30	$500.00	10/23-10/26	4	1	4	$2,000.00	
	22	SA	6P-630P	WAVY NW10 SAT1	:30	$100.00	10/27-10/27	1	1	1	$100.00	
	23	SU	6P-7P	WAVY NEWS @ 6	:30	$100.00	10/28-10/28	1	1	1	$100.00	
	24	TU-F	7P-730P	ENT TONIGHT 30<	:30	$200.00	10/23-10/26	3	1	3	$600.00	
	25	TU-F	730P-8P	INSIDER<	:30	$200.00	10/23-10/26	2	1	2	$400.00	
	26	M	10P-11P	ROCK CENTER	:30	$400.00	10/29-10/29	1	1	1	$400.00	
	27	W	9P-10P	ROCK-WLLMS-NBC	:30	$500.00	10/24-10/24	1	1	1	$500.00	
	28	F	8P-9P	WHO DO YOU THINK YOU ARE?	:30	$300.00	10/26-10/26	1	1	1	$300.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	F	10P-11P	DATELINE	:30	$300.00	10/26-10/26	1	1	1	$300.00	
	30	TU-F	11P-1135P	WAVY NEWS10-11<	:30	$350.00	10/23-10/26	4	1	4	$1,400.00	
	31	SA	11P-1130P	WAVY NEWS10-11	:30	$550.00	10/27-10/27	1	1	1	$550.00	
	32	SU	11P-1130P	WAVY NEWS 10 AT 11	:30	$350.00	10/28-10/28	1	1	1	$350.00	
	33	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	$100.00	10/23-10/26	4	1	4	$400.00	
	34	SA	1130P-1A	SAT NITE LIVE	:30	$450.00	10/27-10/27	1	1	1	$450.00	
	35	SU	7P-815P	NFL ON NBC PRE-GAME	:30	$400.00	10/28-10/28	1	1	1	$400.00	
	36	SU	815P-1130P	NFL ON NBC SUNDAY NIGHT FOOTBALL	:30	$1,800.00	10/28-10/28	1	1	1	$1,800.00	
	37	M	5A-6A	WAVY NEWS-5A<	:30	$100.00	10/29-10/29	1	1	1	$100.00	
	38	M	6A-7A	WAVY NEWS-6A<	:30	$250.00	10/29-10/29	1	1	1	$250.00	
	39	M	7A-9A	TODAY SHW<	:30	$250.00	10/29-10/29	1	1	1	$250.00	
	40	M	430A-459A	WAVY NEWS-430A<	:30	$25.00	10/29-10/29	1	1	1	$25.00	
	41	M	9A-10A	TODAY SHW2-NBC	:30	$100.00	10/29-10/29	1	1	1	$100.00	
	42	M	10A-11A	TODAY SHW3-NBC	:30	$75.00	10/29-10/29	1	1	1	$75.00	
	43	M	11A-12P	HAMPTN RDS SHW<	:30	$50.00	10/29-10/29	1	1	1	$50.00	

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	44	M	12P-1P	WAVY NEWS10-NN<	:30	$50.00	10/29-10/29	1	1	1	$50.00	
	45	M	1P-2P	DAYS-OUR LIVES	:30	$100.00	10/29-10/29	1	1	1	$100.00	
	46	M	2P-3P	DOCTORS<	:30	$50.00	10/29-10/29	1	1	1	$50.00	
	47	M	3P-4P	MAURY POVICH<	:30	$75.00	10/29-10/29	1	1	1	$75.00	
	48	M	4P-5P	ANDERSON<	:30	$100.00	10/29-10/29	1	1	1	$100.00	
	49	M	5P-530P	WAVY NEWS10-5<	:30	$250.00	10/29-10/29	1	1	1	$250.00	
	50	M	530P-6P	WAVY10NWS-5.30<	:30	$250.00	10/29-10/29	1	1	1	$250.00	
	51	M	6P-630P	WAVY NEWS10-6<	:30	$350.00	10/29-10/29	1	1	1	$350.00	
	52	M	630P-7P	NBC NITELY NWS	:30	$500.00	10/29-10/29	1	1	1	$500.00	
	53	M	7P-730P	ENT TONIGHT 30<	:30	$200.00	10/29-10/29	1	1	1	$200.00	
	54	M	730P-8P	INSIDER<	:30	$200.00	10/29-10/29	1	1	1	$200.00	
	55	M	11P-1135P	WAVY NEWS10-11<	:30	$350.00	10/29-10/29	1	1	1	$350.00	
	56	M	1135P-1235A	TONITE SHW-NBC<	:30	$100.00	10/29-10/29	1	1	1	$100.00	

--REPORT TOTALS---

Report Totals: 93 / $21,085.00

--SALES MONTHLY TOTALS--

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Oct 12: 72 / $17,260.00 Nov 12: 21 / $3,825.00

Sales Totals: 93 / $21,085.00

Station Totals: 93 / $21,085.00

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

---COMPETITIVE---

Market Totals	$84,340	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