Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .HIRSCHBIEL FOR CONG
Product PAUL HIRSCHBIEL
Estimate# 1220
Buyer Maura Gilroy
Phone#
Fax#

Agency ( ) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 106/113/1220
Flight Dates 10/09/2012 - 10/15/2012
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 ISSUED TO REVISE RATES/CXL SPOTS N/A
REVISED CONTRACT TOTAL IS $18,175
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-F	5A-6A	WAVY NEWS-5A<	:30	$300.00	10/09-10/12	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*2	TU-F	6A-7A	WAVY NEWS-6A<	:30	$700.00	10/09-10/12	1	1	1	$700.00	
		Buyline Comment: REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*3	TU-F	7A-9A	TODAY SHW<	:30	$700.00	10/09-10/12	1	1	1	$700.00	
		Buyline Comment: REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*4	TU-F	430A-459A	WAVY NEWS-430A<	:30	$40.00	10/09-10/12	1	1	1	$40.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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	*5	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	10/13-10/13	1	1	1	$250.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*6	SU	7A-8A	WAVY NWS SUN7A	:30	$200.00	10/14-10/14	1	1	1	$200.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*7	TU-F	9A-10A	TODAY SHW2-NBC	:30	$300.00	10/09-10/12	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*8	TU-F	10A-11A	TODAY SHW3-NBC	:30	$75.00	10/09-10/12	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*10	TU-F	12P-1P	WAVY NEWS10-NN<	:30	$75.00	10/09-10/12	1	1	1	$75.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*11	TU-F	1P-2P	DAYS-OUR LIVES	:30	$300.00	10/09-10/12	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*13	SA	8A-10A	SATURDAY TODAY	:30	$300.00	10/13-10/13	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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	*14	SU	9A-10A	MEET PRESS-SUN	:30	$100.00	10/14-10/14	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*15	TU-F	3P-4P	MAURY POVICH<	:30	$100.00	10/09-10/12	1	1	1	$100.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*16	TU-F	4P-5P	ANDERSON<	:30	$125.00	10/09-10/12	1	1	1	$125.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*17	TU-F	5P-530P	WAVY NEWS10-5<	:30	$700.00	10/09-10/12	1	1	1	$700.00	
		Buyline Comment: REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*18	TU-F	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/09-10/12	1	1	1	$700.00	
		Buyline Comment: REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*19	TU-F	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/09-10/12	1	1	1	$800.00	
		Buyline Comment: REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*20	TU-F	630P-7P	NBC NITELY NWS	:30	$500.00	10/09-10/12	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*21	SA	6P-630P	WAVY NW10 SAT1	:30	$100.00	10/13-10/13	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*22	TU-F	7P-730P	ENT TONIGHT 30<	:30	$300.00	10/09-10/12	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*23	TU-F	730P-8P	INSIDER<	:30	$300.00	10/09-10/12	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*24	M	10P-11P	REVOLUTION	:30	$500.00	10/15-10/15	1	1	1	$500.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE PRGM										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE PRGM										
		V3 More than 2 codes changed										
	*25	TU	8P-9P	THE VOICE	:30	$1,200.00	10/09-10/09	1	1	1	$1,200.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE TIME PD/PRGM										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE TIME PD/PRGM										
		V3 More than 2 codes changed										
	*26	W	9P-10P	LAW & ORDER: SVU	:30	$800.00	10/10-10/10	1	1	1	$800.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE PRGM										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE PRGM										
		V3 More than 2 codes changed										
	*27	F	10P-11P	DATELINE	:30	$500.00	10/12-10/12	1	1	1	$500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		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
	*28	TU-F	11P-1135P	WAVY NEWS10-11<	:30	$500.00	10/09-10/12	1	1	1	$500.00	
				Buyline Comment: REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST								
				Sales Remark: V3 REVISE RATE TO CLEAR; CXL 3X PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*29	SA	11P-1130P	WAVY NEWS10-11	:30	$800.00	10/13-10/13	1	1	1	$800.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*30	SU	1130P-12A	WAVY NEWS 10 AT 11	:30	$500.00	10/14-10/14	1	1	1	$500.00	
				Buyline Comment: REVISE RATE TO CLEAR; REVISE TP DUE NFL								
				Sales Remark: V3 REVISE RATE TO CLEAR; REVISE TP DUE NFL								
				V3 More than 2 codes changed								
	*31	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/09-10/12	1	1	1	$300.00	
				Buyline Comment: REVISE RATE TO CLEAR; CXL 2X PER AGY/CLIENT REQUEST								
				Sales Remark: V3 REVISE RATE TO CLEAR; CXL 2X PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*32	SA	1130P-1A	SAT NITE LIVE	:30	$600.00	10/13-10/13	1	1	1	$600.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*33	M	5A-6A	WAVY NEWS-5A<	:30	$300.00	10/15-10/15	1	1	1	$300.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*34	M	6A-7A	WAVY NEWS-6A<	:30	$700.00	10/15-10/15	1	1	1	$700.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				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
	*35	M	7A-9A	TODAY SHW<	:30	$700.00	10/15-10/15	1	1	1	$700.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*36	M	430A-459A	WAVY NEWS-430A<	:30	$40.00	10/15-10/15	1	1	1	$40.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*37	M	9A-10A	TODAY SHW2-NBC	:30	$300.00	10/15-10/15	1	1	1	$300.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*38	M	10A-11A	TODAY SHW3-NBC	:30	$125.00	10/15-10/15	1	1	1	$125.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*40	M	12P-1P	WAVY NEWS10-NN<	:30	$75.00	10/15-10/15	1	1	1	$75.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*41	M	1P-2P	DAYS-OUR LIVES	:30	$100.00	10/15-10/15	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*43	M	3P-4P	MAURY POVICH<	:30	$100.00	10/15-10/15	1	1	1	$100.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								

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	*44	M	4P-5P	ANDERSON<	:30	$125.00	10/15-10/15	1	1	1	$125.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*45	M	5P-530P	WAVY NEWS10-5<	:30	$700.00	10/15-10/15	1	1	1	$700.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*46	M	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/15-10/15	1	1	1	$700.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*47	M	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/15-10/15	1	1	1	$800.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*48	M	630P-7P	NBC NITELY NWS	:30	$500.00	10/15-10/15	0	0	0	$0.00	
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								
	*49	M	7P-730P	ENT TONIGHT 30<	:30	$300.00	10/15-10/15	1	1	1	$300.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*50	M	730P-8P	INSIDER<	:30	$300.00	10/15-10/15	1	1	1	$300.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								

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	*51	M	11P-1135P	WAVY NEWS10-11<	:30	$500.00	10/15-10/15	1	1	1	$500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*52	M	1135P-1235A	TONITE SHW-NBC<	:30	$300.00	10/15-10/15	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*53	TU-F	4A-430A	EARLY TODAY	:30	$10.00	10/09-10/12	2	1	2	$20.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

---REPORT TOTALS---

Report Totals: 44 / $17,975.00

---SALES MONTHLY TOTALS---

Oct 12: 48 / $18,175.00

Sales Totals: 48 / $18,175.00

Station Totals: 48 / $18,175.00

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

---COMPETITIVE---

Market Totals	$72,700	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