**Rep Order#** 6820375 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/04/2012 5:20 PM
**EC'd** No **Last Received:** 05/31/2012 10:17 AM
**Showing Buylines:** All Lines

**Station** WAVY-TV NORFOLK, VA.
**Advertiser** ( ) .HIRSCHBIEL FOR CONG
**Product** PAUL HIRSCHBIEL
**Estimate#** 1216
**Buyer** Maura Gilroy
**Phone#**
**Fax#**

**Agency** ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
**Agency C/P1/P2/E** 106/113/1216
**Flight Dates** 09/11/2012 - 09/17/2012
**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 10,010.00
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 | 09/11-09/14 | 2 | 1 | 2 | $200.00 | |
| | 2 | TU-F | 6A-7A | WAVY NEWS-6A< | :30 | $250.00 | 09/11-09/14 | 3 | 1 | 3 | $750.00 | |
| | 3 | TU-F | 7A-9A | TODAY SHW< | :30 | $250.00 | 09/11-09/14 | 3 | 1 | 3 | $750.00 | |
| | 4 | SA | 7A-8A | WAVY NWS SAT7A | :30 | $150.00 | 09/15-09/15 | 1 | 1 | 1 | $150.00 | |
| | 5 | SU | 6A-7A | WAVY NWS SUN6A | :30 | $60.00 | 09/16-09/16 | 1 | 1 | 1 | $60.00 | |
| | 6 | TU-F | 12P-1P | WAVY NEWS10-NN< | :30 | $50.00 | 09/11-09/14 | 1 | 1 | 1 | $50.00 | |
| | 7 | TU-F | 2P-3P | DOCTORS< | :30 | $50.00 | 09/11-09/14 | 1 | 1 | 1 | $50.00 | |
| | 8 | SU | 9A-10A | MEET PRESS-SUN | :30 | $100.00 | 09/16-09/16 | 1 | 1 | 1 | $100.00 | |
| | 9 | TU-F | 4P-5P | ANDERSON< | :30 | $100.00 | 09/11-09/14 | 1 | 1 | 1 | $100.00 | |
| | 10 | TU-F | 5P-530P | WAVY NEWS10-5< | :30 | $250.00 | 09/11-09/14 | 1 | 1 | 1 | $250.00 | |
| | 11 | TU-F | 530P-6P | WAVY10NWS-5.30< | :30 | $250.00 | 09/11-09/14 | 2 | 1 | 2 | $500.00 | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 12 | TU-F | 6P-630P | WAVY NEWS10-6< | :30 | $350.00 | 09/11-09/14 | 2 | 1 | 2 | $700.00 | |
| | 13 | TU-F | 630P-7P | NBC NITELY NWS | :30 | $500.00 | 09/11-09/14 | 1 | 1 | 1 | $500.00 | |
| | 14 | TU-F | 7P-730P | ENT TONIGHT 30< | :30 | $200.00 | 09/11-09/14 | 1 | 1 | 1 | $200.00 | |
| | 15 | TU-F | 730P-8P | INSIDER< | :30 | $200.00 | 09/11-09/14 | 1 | 1 | 1 | $200.00 | |
| | 16 | SA | 7P-8P | ENT TONITE60 W | :30 | $100.00 | 09/15-09/15 | 1 | 1 | 1 | $100.00 | |
| | 17 | TU | 10P-11P | PARENTHOOD-NBC | :30 | $500.00 | 09/11-09/11 | 1 | 1 | 1 | $500.00 | |
| | 18 | TH | 9P-10P | OFFICE-NBC/UP-NIGHT-NBC | :30 | $400.00 | 09/13-09/13 | 1 | 1 | 1 | $400.00 | |
| | 19 | F | 10P-11P | DATELINE | :30 | $300.00 | 09/14-09/14 | 1 | 1 | 1 | $300.00 | |
| | 20 | TU-F,M | 11P-1135P | WAVY NEWS10-11< | :30 | $350.00 | 09/11-09/17 | 3 | 1 | 3 | $1,050.00 | |
| | 21 | SU | 1130P-12A | SUNDAY LATE NEWS | :30 | $350.00 | 09/16-09/16 | 1 | 1 | 1 | $350.00 | |
| | 22 | TU-F,M | 1135P-1235A | TONITE SHW-NBC< | :30 | $100.00 | 09/11-09/17 | 2 | 1 | 2 | $200.00 | |
| | 23 | M | 5A-6A | WAVY NEWS-5A< | :30 | $100.00 | 09/17-09/17 | 1 | 1 | 1 | $100.00 | |
| | 24 | M | 6A-7A | WAVY NEWS-6A< | :30 | $250.00 | 09/17-09/17 | 1 | 1 | 1 | $250.00 | |
| | 25 | M | 12P-1P | WAVY NEWS10-NN< | :30 | $50.00 | 09/17-09/17 | 1 | 1 | 1 | $50.00 | |
| | 26 | M | 2P-3P | DOCTORS< | :30 | $50.00 | 09/17-09/17 | 1 | 1 | 1 | $50.00 | |
| | 27 | M | 4P-5P | ANDERSON< | :30 | $100.00 | 09/17-09/17 | 1 | 1 | 1 | $100.00 | |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 28 | M | 5P-530P | WAVY NEWS10-5< | :30 | $250.00 | 09/17-09/17 | 1 | 1 | 1 | $250.00 | |
| | 29 | M | 530P-6P | WAVY10NWS-5.30< | :30 | $250.00 | 09/17-09/17 | 1 | 1 | 1 | $250.00 | |
| | 30 | M | 6P-630P | WAVY NEWS10-6< | :30 | $350.00 | 09/17-09/17 | 1 | 1 | 1 | $350.00 | |
| | 31 | M | 630P-7P | NBC NITELY NWS | :30 | $500.00 | 09/17-09/17 | 1 | 1 | 1 | $500.00 | |
| | 32 | M | 7P-730P | ENT TONIGHT 30< | :30 | $200.00 | 09/17-09/17 | 1 | 1 | 1 | $200.00 | |
| | 33 | M | 730P-8P | INSIDER< | :30 | $200.00 | 09/17-09/17 | 1 | 1 | 1 | $200.00 | |
| | 34 | M | 7A-9A | TODAY SHW< | :30 | $250.00 | 09/17-09/17 | 1 | 1 | 1 | $250.00 | |

**---REPORT TOTALS---**

Report Totals: 44 / $10,010.00

**---SALES MONTHLY TOTALS---**

Sep 12: 44 / $10,010.00
Sales Totals: 44 / $10,010.00
Station Totals: 44 / $10,010.00
Lines not sent/rcld/rtrn: 0 / $0.00

**---COMPETITIVE---**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Market Totals | $40,040 | 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+

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**--- CREDIT RISK ---**

CASH IN ADVANCE