Rep Order# 6820375 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 09/07/2012 10:39 AM
EC'd Yes **Last Received:** 09/06/2012 5:04 PM
Showing Buylines: All Rep & Sta Revised Lines

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

Agency ( ) GMMB
3050 K ST NW
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 --

VER 3 ISSUED TO REVISE RATES TO CLEAR LN'S 1-5,
10-12, 14-15, 18-24, 28-30 & 32-34; REVISE DAYS
& DATES LN'S 1-3, 6-7, 9-15, 20 & 22 PER REQUEST;
CXL SPOTS N/A LN'S 8 & 31; REVISE PRGM LN'S 18 & 33
REVISED CONTRACT TOTAL IS $16,800
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	W-F	5A-6A	WAVY NEWS-5A<	:30	$300.00	09/12-09/14	2	1	2	$600.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		V3 More than 2 codes changed										
	*2	W-F	6A-7A	WAVY NEWS-6A<	:30	$700.00	09/12-09/14	3	1	3	$2,100.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		V3 More than 2 codes changed										
	*3	W-F	7A-9A	TODAY SHW<	:30	$700.00	09/12-09/14	3	1	3	$2,100.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		V3 More than 2 codes changed										
	*4	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	09/15-09/15	1	1	1	$250.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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

Agency ( ) GMMB
3050 K ST NW
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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*5	SU	6A-7A	WAVY NWS SUN6A	:30	$100.00	09/16-09/16	1	1	1	$100.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*6	W-F	12P-1P	WAVY NEWS10-NN<	:30	$50.00	09/12-09/14	1	1	1	$50.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*7	W-F	2P-3P	DOCTORS<	:30	$50.00	09/12-09/14	1	1	1	$50.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*8	SU	9A-10A	MEET PRESS-SUN	:30	$100.00	09/16-09/16	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*9	W-F	4P-5P	ANDERSON<	:30	$100.00	09/12-09/14	1	1	1	$100.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*10	W-F	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/12-09/14	1	1	1	$350.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		V3 More than 2 codes changed										
	*11	W-F	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/12-09/14	2	1	2	$700.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ										
		V3 More than 2 codes changed										

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

Agency ( ) GMMB
3050 K ST NW
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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*12	W-F	6P-630P	WAVY NEWS10-6<	:30	$450.00	09/12-09/14	2	1	2	$900.00	

Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ
Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ
V3 More than 2 codes changed

	*13	W-F	630P-7P	NBC NITELY NWS	:30	$500.00	09/12-09/14	1	1	1	$500.00	

Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST
Sales Remark: V3 REVISE DAYS/DATES PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*14	W-F	7P-730P	ENT TONIGHT 30<	:30	$300.00	09/12-09/14	1	1	1	$300.00	

Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ
Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ
V3 More than 2 codes changed

	*15	W-F	730P-8P	INSIDER<	:30	$300.00	09/12-09/14	1	1	1	$300.00	

Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ
Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ
V3 More than 2 codes changed

	*17	TU	10P-11P	PARENTHOOD-NBC	:30	$500.00	09/11-09/11	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

	*18	TH	8P-10P	AMERICA'S GOT TALENT FINALE	:30	$900.00	09/13-09/13	1	1	1	$900.00	

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

	*19	F	10P-11P	DATELINE	:30	$500.00	09/14-09/14	1	1	1	$500.00	

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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

Agency ( ) GMMB
3050 K ST NW
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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*20	W-F	11P-1135P	WAVY NEWS10-11<	:30	$500.00	09/12-09/14	2	1	2	$1,000.00	
				Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ								
				Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ								
				V3 More than 2 codes changed								
	*21	SU	1130P-12A	SUNDAY LATE NEWS	:30	$500.00	09/16-09/16	1	1	1	$500.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*22	W-F	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	09/12-09/14	1	1	1	$150.00	
				Buyline Comment: REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ								
				Sales Remark: V3 REVISE RATE TO CLEAR; REVISE DAYS/DATES PER AGY/CLIENT REQ								
				V3 More than 2 codes changed								
	*23	M	5A-6A	WAVY NEWS-5A<	:30	$300.00	09/17-09/17	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	6A-7A	WAVY NEWS-6A<	:30	$700.00	09/17-09/17	1	1	1	$700.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*28	M	5P-530P	WAVY NEWS10-5<	:30	$350.00	09/17-09/17	1	1	1	$350.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*29	M	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/17-09/17	1	1	1	$350.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								

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

Agency ( ) GMMB
3050 K ST NW
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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*30	M	6P-630P	WAVY NEWS10-6<	:30	$800.00	09/17-09/17	1	1	1	$800.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*31	M	630P-7P	NBC NITELY NWS	:30	$500.00	09/17-09/17	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*32	M	7P-730P	ENT TONIGHT 30<	:30	$600.00	09/17-09/17	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	730P-8P	ACCESS HOLLYWOOD	:30	$600.00	09/17-09/17	1	1	1	$600.00	
		Buyline Comment: REVISE RATE TO CLEAR; REVISE PRGM										
		Sales Remark: V3 REVISE RATE TO CLEAR; REVISE PRGM										
		V3 More than 2 codes changed										
	*34	M	7A-9A	TODAY SHW<	:30	$700.00	09/17-09/17	1	1	1	$700.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*35	M	11P-1135P	WAVY NEWS10-11<	:30	$500.00	09/17-09/17	1	1	1	$500.00	
		Buyline Comment: REBUY FROM LN 20										
		Sales Remark: V3 REBUY FROM LN 20										
		V3 Added										

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

Agency ( ) GMMB
3050 K ST NW
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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*36	M	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	09/17-09/17	1	1	1	$150.00	

Buyline Comment: REBUY FROM LN 22
Sales Remark: V3 REBUY FROM LN 22
V3 Added

---REPORT TOTALS---
Report Totals: 37 / $16,500.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / $16,800.00
Sales Totals: 41 / $16,800.00
Station Totals: 41 / $16,800.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$67,200	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+

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

--- CREDIT RISK ---
CASH IN ADVANCE