Rep Order# 6820393 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/04/2012 5:20 PM
EC'd No **Last Received:** 05/31/2012 10:48 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .HIRSCHBIEL FOR CONG
Product PAUL HIRSCHBIEL
Estimate# 1218
Buyer Maura Gilroy
Phone#
Fax#

Agency ( ) GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 106/113/1218
Flight Dates 09/25/2012 - 10/01/2012
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 10,545
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	09/25-09/28	2	1	2	$200.00	
	2	TU-F	6A-7A	WAVY NEWS-6A<	:30	$250.00	09/25-09/28	2	1	2	$500.00	
	3	TU-F	7A-9A	TODAY SHW<	:30	$250.00	09/25-09/28	3	1	3	$750.00	
	4	SA	6A-7A	WAVY NWS SAT6A	:30	$60.00	09/29-09/29	1	1	1	$60.00	
	5	SU	6A-7A	WAVY NWS SUN6A	:30	$60.00	09/30-09/30	1	1	1	$60.00	
	6	TU-F	9A-10A	TODAY SHW2-NBC	:30	$100.00	09/25-09/28	1	1	1	$100.00	
	7	TU-F	10A-11A	TODAY SHW3-NBC	:30	$75.00	09/25-09/28	1	1	1	$75.00	
	8	TU-F	12P-1P	WAVY NEWS10-NN<	:30	$50.00	09/25-09/28	1	1	1	$50.00	
	9	TU-F	2P-3P	DOCTORS<	:30	$50.00	09/25-09/28	1	1	1	$50.00	
	10	SU	9A-10A	MEET PRESS-SUN	:30	$100.00	09/30-09/30	1	1	1	$100.00	
	11	TU-F	4P-5P	ANDERSON<	:30	$100.00	09/25-09/28	1	1	1	$100.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	12	TU-F	5P-530P	WAVY NEWS10-5<	:30	$250.00	09/25-09/28	2	1	2	$500.00	
	13	TU-F	530P-6P	WAVY10NWS-5.30<	:30	$250.00	09/25-09/28	2	1	2	$500.00	
	14	TU-F	6P-630P	WAVY NEWS10-6<	:30	$350.00	09/25-09/28	2	1	2	$700.00	
	15	TU-F	630P-7P	NBC NITELY NWS	:30	$500.00	09/25-09/28	2	1	2	$1,000.00	
	16	TU-F	7P-730P	ENT TONIGHT 30<	:30	$200.00	09/25-09/28	1	1	1	$200.00	
	17	TU-F	730P-8P	INSIDER<	:30	$200.00	09/25-09/28	1	1	1	$200.00	
	18	F	8P-9P	WHO DO YOU THINK YOU ARE?	:30	$300.00	09/28-09/28	1	1	1	$300.00	
	19	SA	8P-11P	NBC ENCORES	:30	$100.00	09/29-09/29	1	1	1	$100.00	
	20	TU-F	11P-1135P	WAVY NEWS10-11<	:30	$350.00	09/25-09/28	3	1	3	$1,050.00	
	21	SU	1130P-12A	SUNDAY LATE NEWS	:30	$350.00	09/30-09/30	1	1	1	$350.00	
	22	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	$100.00	09/25-09/28	2	1	2	$200.00	
	23	SU	7P-815P	NFL ON NBC PRE-GAME	:30	$400.00	09/30-09/30	1	1	1	$400.00	
	24	M	5A-6A	WAVY NEWS-5A<	:30	$100.00	10/01-10/01	1	1	1	$100.00	
	25	M	6A-7A	WAVY NEWS-6A<	:30	$250.00	10/01-10/01	1	1	1	$250.00	
	26	M	7A-9A	TODAY SHW<	:30	$250.00	10/01-10/01	1	1	1	$250.00	
	27	M	12P-1P	WAVY NEWS10-NN<	:30	$50.00	10/01-10/01	1	1	1	$50.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	28	M	2P-3P	DOCTORS<	:30	$50.00	10/01-10/01	1	1	1	$50.00	
	29	M	4P-5P	ANDERSON<	:30	$100.00	10/01-10/01	1	1	1	$100.00	
	30	M	5P-530P	WAVY NEWS10-5<	:30	$250.00	10/01-10/01	1	1	1	$250.00	
	31	M	530P-6P	WAVY10NWS-5.30<	:30	$250.00	10/01-10/01	1	1	1	$250.00	
	32	M	6P-630P	WAVY NEWS10-6<	:30	$350.00	10/01-10/01	1	1	1	$350.00	
	33	M	630P-7P	NBC NITELY NWS	:30	$500.00	10/01-10/01	1	1	1	$500.00	
	34	M	7P-730P	ENT TONIGHT 30<	:30	$200.00	10/01-10/01	1	1	1	$200.00	
	35	M	730P-8P	INSIDER<	:30	$200.00	10/01-10/01	1	1	1	$200.00	
	36	M	11P-1135P	WAVY NEWS10-11<	:30	$350.00	10/01-10/01	1	1	1	$350.00	
	37	M	1135P-1235A	TONITE SHW-NBC<	:30	$100.00	10/01-10/01	1	1	1	$100.00	

--REPORT TOTALS---

Report Totals: 48 / $10,545.00

--SALES MONTHLY TOTALS--

Sep 12: 34 / $7,545.00 Oct 12: 14 / $3,000.00

Sales Totals: 48 / $10,545.00

Station Totals: 48 / $10,545.00

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

--COMPETITIVE---

Market Totals $42,180 CATV 0% WAVY 25% WGNT 2% WPXV 0% WTKR 31%

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WTVZ 2% WVBT 12% WVEC 28%

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE