Rep Order# 6820393 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 09/23/2012 12:33 PM
EC'd Yes **Last Received:** 09/21/2012 3:27 PM
Showing Buylines: All Rep & Sta Revised Lines

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

Agency ( ) GMMB
3050 K ST NW
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 --

VER 3 ISSUE REVISE RATE IN LNS 1-18 AND 20-37
ADD TO SKED LN 38
REVISED TOTAL 15,040
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	$150.00	09/25-09/28	2	1	2	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*2	TU-F	6A-7A	WAVY NEWS-6A<	:30	$350.00	09/25-09/28	2	1	2	$700.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*3	TU-F	7A-9A	TODAY SHW<	:30	$350.00	09/25-09/28	3	1	3	$1,050.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*4	SA	6A-7A	WAVY NWS SAT6A	:30	$100.00	09/29-09/29	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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	*5	SU	6A-7A	WAVY NWS SUN6A	:30	$100.00	09/30-09/30	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	TU-F	9A-10A	TODAY SHW2-NBC	:30	$150.00	09/25-09/28	1	1	1	$150.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*7	TU-F	10A-11A	TODAY SHW3-NBC	:30	$125.00	09/25-09/28	1	1	1	$125.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*8	TU-F	12P-1P	WAVY NEWS10-NN<	:30	$75.00	09/25-09/28	1	1	1	$75.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*9	TU-F	2P-3P	DOCTORS<	:30	$75.00	09/25-09/28	1	1	1	$75.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR.										
		V3 More than 2 codes changed										
	*10	SU	9A-10A	MEET PRESS-SUN	:30	$150.00	09/30-09/30	1	1	1	$150.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*11	TU-F	4P-5P	ANDERSON<	:30	$125.00	09/25-09/28	1	1	1	$125.00	
		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
	*12	TU-F	5P-530P	WAVY NEWS10-5<	:30	$300.00	09/25-09/28	2	1	2	$600.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*13	TU-F	530P-6P	WAVY10NWS-5.30<	:30	$350.00	09/25-09/28	2	1	2	$700.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*14	TU-F	6P-630P	WAVY NEWS10-6<	:30	$450.00	09/25-09/28	2	1	2	$900.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*15	TU-F	630P-7P	NBC NITELY NWS	:30	$700.00	09/25-09/28	2	1	2	$1,400.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*16	TU-F	7P-730P	ENT TONIGHT 30<	:30	$300.00	09/25-09/28	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*17	TU-F	730P-8P	INSIDER<	:30	$300.00	09/25-09/28	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*18	F	8P-9P	WHO DO YOU THINK YOU ARE?	:30	$500.00	09/28-09/28	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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	*20	TU-F	11P-1135P	WAVY NEWS10-11<	:30	$400.00	09/25-09/28	3	1	3	$1,200.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*21	SU	1130P-12A	SUNDAY LATE NEWS	:30	$400.00	09/30-09/30	1	1	1	$400.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*22	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	09/25-09/28	2	1	2	$300.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*23	SU	7P-815P	NFL ON NBC PRE-GAME	:30	$500.00	09/30-09/30	1	1	1	$500.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*24	M	5A-6A	WAVY NEWS-5A<	:30	$150.00	10/01-10/01	1	1	1	$150.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*25	M	6A-7A	WAVY NEWS-6A<	:30	$350.00	10/01-10/01	1	1	1	$350.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*26	M	7A-9A	TODAY SHW<	:30	$350.00	10/01-10/01	1	1	1	$350.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								

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	*27	M	12P-1P	WAVY NEWS10-NN<	:30	$75.00	10/01-10/01	1	1	1	$75.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*28	M	2P-3P	DOCTORS<	:30	$75.00	10/01-10/01	1	1	1	$75.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR.										
		V3 More than 2 codes changed										
	*29	M	4P-5P	ANDERSON<	:30	$125.00	10/01-10/01	1	1	1	$125.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*30	M	5P-530P	WAVY NEWS10-5<	:30	$300.00	10/01-10/01	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*31	M	530P-6P	WAVY10NWS-5.30<	:30	$350.00	10/01-10/01	1	1	1	$350.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*32	M	6P-630P	WAVY NEWS10-6<	:30	$450.00	10/01-10/01	1	1	1	$450.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*33	M	630P-7P	NBC NITELY NWS	:30	$1,500.00	10/01-10/01	1	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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	*34	M	7P-730P	ENT TONIGHT 30<	:30	$300.00	10/01-10/01	1	1	1	$300.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*35	M	730P-8P	INSIDER<	:30	$300.00	10/01-10/01	1	1	1	$300.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*36	M	11P-1135P	WAVY NEWS10-11<	:30	$400.00	10/01-10/01	1	1	1	$400.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*37	M	1135P-1235A	TONITE SHW-NBC<	:30	$125.00	10/01-10/01	1	1	1	$125.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*38	M	430A-459A	EARLY TODAY	:30	$40.00	10/01-10/01	1	1	1	$40.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V3 ADD TO SKED.								
				V3 Added								

--REPORT TOTALS---

Report Totals: 48 / $14,940.00

--SALES MONTHLY TOTALS--

Sep 12: 34 / $10,150.00 Oct 12: 15 / $4,890.00

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Sales Totals: 49 / $15,040.00
Station Totals: 49 / $15,040.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$60,160	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