Rep Order# 6830644 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/06/2012 11:15 AM
EC'd Yes **Last Received:** 06/29/2012 5:36 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C16C22
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C16C22
Flight Dates 10/16/2012 - 10/22/2012
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 17,845
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	9A-10A	TODAY SHOW 2	:30	$100.00	10/16-10/16	1	1	1	$100.00	
Rating: 3.6												
	2	W	9A-10A	TODAY SHOW 2	:30	$100.00	10/17-10/17	1	1	1	$100.00	
Rating: 3.6												
	3	TH	9A-10A	TODAY SHOW 2	:30	$100.00	10/18-10/18	1	1	1	$100.00	
Rating: 3.6												
	4	F	9A-10A	TODAY SHOW 2	:30	$100.00	10/19-10/19	1	1	1	$100.00	
Rating: 3.6												
	5	M	9A-10A	TODAY SHOW 2	:30	$100.00	10/22-10/22	1	1	1	$100.00	
Rating: 3.6												
	6	TU	10A-11A	TODAY SHOW 3	:30	$75.00	10/16-10/16	1	1	1	$75.00	
Rating: 2.1												
	7	W	10A-11A	TODAY SHOW 3	:30	$75.00	10/17-10/17	1	1	1	$75.00	
Rating: 2.1												
	8	TH	10A-11A	TODAY SHOW 3	:30	$75.00	10/18-10/18	1	1	1	$75.00	
Rating: 2.1												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	F	10A-11A	TODAY SHOW 3	:30	$75.00	10/19-10/19	1	1	1	$75.00	
Rating: 2.1												
	10	M	10A-11A	TODAY SHOW 3	:30	$75.00	10/22-10/22	1	1	1	$75.00	
Rating: 2.1												
	11	TU	12P-1P	NEWS	:30	$50.00	10/16-10/16	1	1	1	$50.00	
Rating: 2.4												
	12	W	12P-1P	NEWS	:30	$50.00	10/17-10/17	1	1	1	$50.00	
Rating: 2.4												
	13	TH	12P-1P	NEWS	:30	$50.00	10/18-10/18	1	1	1	$50.00	
Rating: 2.4												
	14	F	12P-1P	NEWS	:30	$50.00	10/19-10/19	1	1	1	$50.00	
Rating: 2.4												
	15	M	12P-1P	NEWS	:30	$50.00	10/22-10/22	1	1	1	$50.00	
Rating: 2.4												
	16	TU	1P-2P	DAYS OF OUR LIVES	:30	$100.00	10/16-10/16	1	1	1	$100.00	
Rating: 2.2												
	17	W	1P-2P	DAYS OF OUR LIVES	:30	$100.00	10/17-10/17	1	1	1	$100.00	
Rating: 2.2												
	18	TH	1P-2P	DAYS OF OUR LIVES	:30	$100.00	10/18-10/18	1	1	1	$100.00	
Rating: 2.2												
	19	F	1P-2P	DAYS OF OUR LIVES	:30	$100.00	10/19-10/19	1	1	1	$100.00	
Rating: 2.2												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	1P-2P	DAYS OF OUR LIVES	:30	$100.00	10/22-10/22	1	1	1	$100.00	
Rating: 2.2												
	21	TU	4P-5P	ANDERSON COOPER	:30	$100.00	10/16-10/16	1	1	1	$100.00	
Rating: 2.7												
	22	W	4P-5P	ANDERSON COOPER	:30	$100.00	10/17-10/17	1	1	1	$100.00	
Rating: 2.7												
	23	TH	4P-5P	ANDERSON COOPER	:30	$100.00	10/18-10/18	1	1	1	$100.00	
Rating: 2.7												
	24	F	4P-5P	ANDERSON COOPER	:30	$100.00	10/19-10/19	1	1	1	$100.00	
Rating: 2.7												
	25	M	4P-5P	ANDERSON COOPER	:30	$100.00	10/22-10/22	1	1	1	$100.00	
Rating: 2.7												
	26	TU	5A-6A	NEWS AT 5	:30	$100.00	10/16-10/16	1	1	1	$100.00	
Rating: 4.1												
	27	W	5A-6A	NEWS AT 5	:30	$100.00	10/17-10/17	1	1	1	$100.00	
Rating: 4.1												
	28	TH	5A-6A	NEWS AT 5	:30	$100.00	10/18-10/18	1	1	1	$100.00	
Rating: 4.1												
	29	F	5A-6A	NEWS AT 5	:30	$100.00	10/19-10/19	1	1	1	$100.00	
Rating: 4.1												
	30	M	5A-6A	NEWS AT 5	:30	$100.00	10/22-10/22	1	1	1	$100.00	
Rating: 4.1												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TU	6A-7A	NEWS AT 6	:30	$250.00	10/16-10/16	1	1	1	$250.00	
Rating: 6.4												
	32	W	6A-7A	NEWS AT 6	:30	$250.00	10/17-10/17	1	1	1	$250.00	
Rating: 6.4												
	33	TH	6A-7A	NEWS AT 6	:30	$250.00	10/18-10/18	1	1	1	$250.00	
Rating: 6.4												
	34	F	6A-7A	NEWS AT 6	:30	$250.00	10/19-10/19	1	1	1	$250.00	
Rating: 6.4												
	35	M	6A-7A	NEWS AT 6	:30	$250.00	10/22-10/22	1	1	1	$250.00	
Rating: 6.4												
	36	TU	7A-9A	EARLY SHOW	:30	$250.00	10/16-10/16	1	1	1	$250.00	
Rating: 6.4												
	37	W	7A-9A	EARLY SHOW	:30	$250.00	10/17-10/17	1	1	1	$250.00	
Rating: 6.4												
	38	TH	7A-9A	EARLY SHOW	:30	$250.00	10/18-10/18	1	1	1	$250.00	
Rating: 6.4												
	39	F	7A-9A	EARLY SHOW	:30	$250.00	10/19-10/19	1	1	1	$250.00	
Rating: 6.4												
	40	M	7A-9A	EARLY SHOW	:30	$250.00	10/22-10/22	1	1	1	$250.00	
Rating: 6.4												
	41	SA	6A-7A	NEWS AT 6	:30	$60.00	10/20-10/20	1	1	1	$60.00	
Rating: 4.3												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	SA	7A-8A	NEWS 10 SAT	:30	$150.00	10/20-10/20	1	1	1	$150.00	
Rating: 6.6												
	43	SA	8A-10A	TODAY SHOW	:30	$200.00	10/20-10/20	1	1	1	$200.00	
Rating: 5.9												
	44	SU	6A-7A	NEWS 10 SUN	:30	$60.00	10/21-10/21	1	1	1	$60.00	
Rating: 4.7												
	45	SU	7A-8A	NEWS 10 SUN	:30	$125.00	10/21-10/21	1	1	1	$125.00	
Rating: 5.4												
	46	SU	8A-9A	TODAY SHOW	:30	$175.00	10/21-10/21	1	1	1	$175.00	
Rating: 6.5												
	47	SU	9A-10A	MEET THE PRESS	:30	$100.00	10/21-10/21	1	1	1	$100.00	
Rating: 4.1												
	48	TU	5P-530P	NEWS AT 5	:30	$250.00	10/16-10/16	1	1	1	$250.00	
Rating: 5.0												
	49	W	5P-530P	NEWS AT 5	:30	$250.00	10/17-10/17	1	1	1	$250.00	
Rating: 5.0												
	50	TH	5P-530P	NEWS AT 5	:30	$250.00	10/18-10/18	1	1	1	$250.00	
Rating: 5.0												
	51	F	5P-530P	NEWS AT 5	:30	$250.00	10/19-10/19	1	1	1	$250.00	
Rating: 5.0												
	52	TU	530P-6P	NEWS AT 5:30P	:30	$250.00	10/16-10/16	1	1	1	$250.00	
Rating: 5.7												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	W	530P-6P	NEWS AT 5:30P	:30	$250.00	10/17-10/17	1	1	1	$250.00	
Rating: 5.7												
	54	TH	530P-6P	NEWS AT 5:30P	:30	$250.00	10/18-10/18	1	1	1	$250.00	
Rating: 5.7												
	55	F	530P-6P	NEWS AT 5:30P	:30	$250.00	10/19-10/19	1	1	1	$250.00	
Rating: 5.7												
	56	M	530P-6P	NEWS AT 5:30P	:30	$250.00	10/22-10/22	1	1	1	$250.00	
Rating: 5.7												
	57	TU	6P-630P	NEWS AT 6	:30	$350.00	10/16-10/16	1	1	1	$350.00	
Rating: 7.2												
	58	W	6P-630P	NEWS AT 6	:30	$350.00	10/17-10/17	1	1	1	$350.00	
Rating: 7.2												
	59	TH	6P-630P	NEWS AT 6	:30	$350.00	10/18-10/18	1	1	1	$350.00	
Rating: 7.2												
	60	F	6P-630P	NEWS AT 6	:30	$350.00	10/19-10/19	1	1	1	$350.00	
Rating: 7.2												
	61	M	6P-630P	NEWS AT 6	:30	$350.00	10/22-10/22	1	1	1	$350.00	
Rating: 7.2												
	62	SA	6P-630P	NEWS AT 6 SATURDAY	:30	$100.00	10/20-10/20	1	1	1	$100.00	
Rating: 5.4												
	63	SU	6P-7P	NEWS AT 6 SUNDAY	:30	$100.00	10/21-10/21	1	1	1	$100.00	
Rating: 6.2												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	64	TU	1135P-1235A	TONIGHT SHOW	:30	$100.00	10/16-10/16	1	1	1	$100.00	
Rating: 2.6												
	65	W	1135P-1235A	TONIGHT SHOW	:30	$100.00	10/17-10/17	1	1	1	$100.00	
Rating: 2.6												
	66	TH	1135P-1235A	TONIGHT SHOW	:30	$100.00	10/18-10/18	1	1	1	$100.00	
Rating: 2.6												
	67	F	1135P-1235A	TONIGHT SHOW	:30	$100.00	10/19-10/19	1	1	1	$100.00	
Rating: 2.6												
	68	M	1135P-1235A	TONIGHT SHOW	:30	$100.00	10/22-10/22	1	1	1	$100.00	
Rating: 2.6												
	69	SA	1130P-1A	SNL	:30	$250.00	10/20-10/20	1	1	1	$250.00	
Rating: 4.9												
	70	SU	1130P-12A	INSIDER WEEKEND	:30	$50.00	10/21-10/21	1	1	1	$50.00	
Rating: 3.1												
	71	TU	11P-1135P	NEWS AT 11	:30	$350.00	10/16-10/16	1	1	1	$350.00	
Rating: 5.0												
	72	W	11P-1135P	NEWS AT 11	:30	$350.00	10/17-10/17	1	1	1	$350.00	
Rating: 5.0												
	73	TH	11P-1135P	NEWS AT 11	:30	$350.00	10/18-10/18	1	1	1	$350.00	
Rating: 5.0												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	74	F	11P-1135P	NEWS AT 11	:30	$350.00	10/19-10/19	1	1	1	$350.00	
Rating: 5.0												
	75	M	11P-1135P	NEWS AT 11	:30	$350.00	10/22-10/22	1	1	1	$350.00	
Rating: 5.0												
	76	SA	11P-1130P	NEWS	:30	$350.00	10/20-10/20	1	1	1	$350.00	
Rating: 5.6												
	77	SU	11P-12A	NEWS	:30	$350.00	10/21-10/21	1	1	1	$350.00	
Rating: 4.7												
	78	TU	7P-8P	ET	:30	$200.00	10/16-10/16	1	1	1	$200.00	
Rating: 4.8												
	79	W	7P-8P	ET	:30	$200.00	10/17-10/17	1	1	1	$200.00	
Rating: 4.8												
	80	TH	7P-8P	ET	:30	$200.00	10/18-10/18	1	1	1	$200.00	
Rating: 4.8												
	81	F	7P-8P	ET	:30	$200.00	10/19-10/19	1	1	1	$200.00	
Rating: 4.8												
	82	M	7P-8P	ET	:30	$200.00	10/22-10/22	1	1	1	$200.00	
Rating: 4.8												
	83	TU	730P-8P	THE INSIDER	:30	$200.00	10/16-10/16	1	1	1	$200.00	
Rating: 4.4												
	84	W	730P-8P	THE INSIDER	:30	$200.00	10/17-10/17	1	1	1	$200.00	
Rating: 4.4												

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	85	TH	730P-8P	THE INSIDER	:30	$200.00	10/18-10/18	1	1	1	$200.00	
Rating: 4.4												
	86	F	730P-8P	THE INSIDER	:30	$200.00	10/19-10/19	1	1	1	$200.00	
Rating: 4.4												
	87	M	730P-8P	THE INSIDER	:30	$200.00	10/22-10/22	1	1	1	$200.00	
Rating: 4.4												
	88	SA	7P-8P	ET WEEKEND	:30	$100.00	10/20-10/20	1	1	1	$100.00	
Rating: 2.4												
	89	M	8P-10P	THE SING OFF	:30	$500.00	10/22-10/22	1	1	1	$500.00	
Rating: 6.0												
	90	SU	801P-1130P	FOOTBALL	:30	$1,800.00	10/21-10/21	1	1	1	$1,800.00	
Rating: 5.7												

---REPORT TOTALS---

Report Totals: 90 / $17,845.00

---SALES MONTHLY TOTALS---

Oct 12: 90 / $17,845.00

Sales Totals: 90 / $17,845.00

Station Totals: 90 / $17,845.00

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

---COMPETITIVE---

Market Totals	$61,534	CATV	0%	WAVY	29%	WGNT	0%	WPXV	0%	WTKR	24%		
		WTVZ	0%	WVBT	16%	WVEC	31%						

---COMPETITIVE COMMENTS---

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COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE