Rep Order# 6830642 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 10/03/2012 11:33 AM
EC'd Yes **Last Received:** 10/02/2012 10:32 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
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 CXL SPOTS N/A;
REVISE LENGTHS/RATES TO CLEAR
REVISED CONTRACT TOTAL IS $15,220
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	TU	12P-1P	NEWS	:30	$50.00	10/02-10/02	0	0	0	$0.00	
Rating: 2.4												
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*2	W	12P-1P	NEWS	:60	$150.00	10/03-10/03	1	1	1	$150.00	
Rating: 2.4												
		Buyline Comment: REVISE LENGTH/RATE TO CLEAR										
		Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR										
		V3 More than 2 codes changed										
	*3	TH	12P-1P	NEWS	:60	$150.00	10/04-10/04	1	1	1	$150.00	
Rating: 2.4												
		Buyline Comment: REVISE LENGTH/RATE TO CLEAR										
		Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR										
		V3 More than 2 codes changed										
	*4	F	12P-1P	NEWS	:60	$150.00	10/05-10/05	1	1	1	$150.00	
Rating: 2.4												
		Buyline Comment: REVISE LENGTH/RATE TO CLEAR										
		Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR										
		V3 More than 2 codes changed										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
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	TU	4P-5P	ANDERSON COOPER	:30	$100.00	10/02-10/02	0	0	0	$0.00	

Rating: 2.7
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*6	W	4P-5P	ANDERSON COOPER	:60	$250.00	10/03-10/03	1	1	1	$250.00	

Rating: 2.7
Buyline Comment: REVISE LENGTH/RATE TO CLEAR
Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR
V3 More than 2 codes changed

	*7	TH	4P-5P	ANDERSON COOPER	:60	$250.00	10/04-10/04	1	1	1	$250.00	

Rating: 2.7
Buyline Comment: REVISE LENGTH/RATE TO CLEAR
Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR
V3 More than 2 codes changed

	*8	F	4P-5P	ANDERSON COOPER	:60	$250.00	10/05-10/05	1	1	1	$250.00	

Rating: 2.7
Buyline Comment: REVISE LENGTH/RATE TO CLEAR
Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR
V3 More than 2 codes changed

	*9	M	4P-5P	ANDERSON COOPER	:60	$200.00	10/08-10/08	1	1	1	$200.00	

Rating: 2.7
Buyline Comment: REVISE LENGTH/RATE TO CLEAR
Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
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
	*10	TU	5A-6A	NEWS AT 5	:30	$100.00	10/02-10/02	0	0	0	$0.00	

Rating: 4.1
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*11	W	5A-6A	NEWS AT 5	:30	$100.00	10/03-10/03	0	0	0	$0.00	

Rating: 4.1
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*12	TH	5A-6A	NEWS AT 5	:30	$100.00	10/04-10/04	0	0	0	$0.00	

Rating: 4.1
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*13	F	5A-6A	NEWS AT 5	:30	$100.00	10/05-10/05	0	0	0	$0.00	

Rating: 4.1
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*14	M	5A-6A	NEWS AT 5	:30	$100.00	10/08-10/08	0	0	0	$0.00	

Rating: 4.1
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*15	TU	7A-9A	TODAY SHOW	:30	$250.00	10/02-10/02	0	0	0	$0.00	

Rating: 6.4
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
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
	*16	W	7A-9A	TODAY SHOW	:60	$700.00	10/03-10/03	1	1	1	$700.00	
Rating: 6.4												
				Buyline Comment: REVISE LENGTH/RATE TO CLEAR/PRGM								
				Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR/PRGM								
				V3 More than 2 codes changed								
	*17	TH	7A-9A	TODAY SHOW	:60	$700.00	10/04-10/04	1	1	1	$700.00	
				Buyline Comment: REVISE LENGTH/RATE TO CLEAR/PRGM								
				Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR/PRGM								
				V3 More than 2 codes changed								
	*18	F	7A-9A	TODAY SHOW	:60	$700.00	10/05-10/05	1	1	1	$700.00	
Rating: 6.4												
				Buyline Comment: REVISE LENGTH/RATE TO CLEAR/PRGM								
				Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR/PRGM								
				V3 More than 2 codes changed								
	*19	M	7A-9A	TODAY SHOW	:60	$500.00	10/08-10/08	1	1	1	$500.00	
Rating: 6.4												
				Buyline Comment: REVISE LENGTH/RATE TO CLEAR/PRGM								
				Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR/PRGM								
				V3 More than 2 codes changed								
	*20	SA	7A-8A	NEWS 10 SAT	:30	$150.00	10/06-10/06	0	0	0	$0.00	
Rating: 6.6												
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								
	*21	SA	8A-10A	TODAY SHOW	:60	$600.00	10/06-10/06	1	1	1	$600.00	
Rating: 5.9												
				Buyline Comment: REVISE LENGTH/RATE TO CLEAR								
				Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR								
				V3 More than 2 codes changed								

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
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
	*22	SU	6A-7A	NEWS 10 SUN	:60	$120.00	10/07-10/07	1	1	1	$120.00	
Rating: 4.7												
				Buyline Comment: REVISE LENGTH/RATE TO CLEAR								
				Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR								
				V3 More than 2 codes changed								
	*23	SU	7A-8A	NEWS 10 SUN	:60	$550.00	10/07-10/07	1	1	1	$550.00	
Rating: 5.4												
				Buyline Comment: REVISE LENGTH/RATE TO CLEAR								
				Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR								
				V3 More than 2 codes changed								
	*24	SU	8A-9A	TODAY SHOW	:60	$550.00	10/07-10/07	1	1	1	$550.00	
Rating: 6.5												
				Buyline Comment: REVISE LENGTH/RATE TO CLEAR								
				Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR								
				V3 More than 2 codes changed								
	*25	SU	9A-10A	MEET THE PRESS	:30	$100.00	10/07-10/07	0	0	0	$0.00	
Rating: 4.1												
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								
	*26	TU	6P-630P	NEWS AT 6	:30	$350.00	10/02-10/02	0	0	0	$0.00	
Rating: 7.2												
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
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
	*27	F	6P-630P	NEWS AT 6	:60	$900.00	10/05-10/05	1	1	1	$900.00	

Rating: 7.2

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

	*28	SA	6P-630P	NEWS AT 6 SATURDAY	:60	$300.00	10/06-10/06	1	1	1	$300.00	

Rating: 5.4

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

	*29	SU	6P-7P	NEWS AT 6 SUNDAY	:60	$300.00	10/07-10/07	1	1	1	$300.00	

Rating: 6.2

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

	*30	W	1135P-1235A	TONIGHT SHOW	:30	$100.00	10/03-10/03	0	0	0	$0.00	

Rating: 2.6

Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*31	F	1135P-1235A	TONIGHT SHOW	:60	$600.00	10/05-10/05	1	1	1	$600.00	

Rating: 2.6

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

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
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
	*32	SA	1130P-1A	SNL	:60	$700.00	10/06-10/06	1	1	1	$700.00	

Rating: 4.9

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

	*33	SU	1130P-12A	INSIDER WEEKEND	:30	$50.00	10/07-10/07	0	0	0	$0.00	

Rating: 3.1

Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*34	W	11P-1135P	NEWS AT 11	:60	$1,000.00	10/03-10/03	1	1	1	$1,000.00	

Rating: 5.0

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

	*35	TH	11P-1135P	NEWS AT 11	:30	$350.00	10/04-10/04	0	0	0	$0.00	

Rating: 5.0

Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*36	SA	11P-1130P	NEWS	:30	$350.00	10/06-10/06	0	0	0	$0.00	

Rating: 5.6

Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*37	SU	1130P-12A	NEWS	:60	$1,000.00	10/07-10/07	1	1	1	$1,000.00	

Rating: 4.7

Buyline Comment: REVISE LENGTH/RATE TO CLEAR/TIME PD
Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR/TIME PD
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
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
	*38	M	10P-11P	REVOLUTION	:60	$1,000.00	10/08-10/08	1	1	1	$1,000.00	

Rating: 6.0

Buyline Comment: REVISE LENGTH/RATE TO CLEAR/TIME PD/PRGM
Sales Remark: V3 REVISE LENGTH/RATE TO CLEAR/TIME PD/PRGM
V3 More than 2 codes changed

	*39	SU	815P-1130P	FOOTBALL	:60	$3,600.00	10/07-10/07	1	1	1	$3,600.00	

Rating: 5.7

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

---REPORT TOTALS---

Report Totals: 24 / $15,220.00

---SALES MONTHLY TOTALS---

Oct 12: 24 / $15,220.00
Sales Totals: 24 / $15,220.00
Station Totals: 24 / $15,220.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$52,483	CATV	0%	WAVY	29%	WGNT	0%	WPXV	0%	WTKR	24%		
		WTVZ	0%	WVBT	16%	WVEC	31%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C02C08
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CREDIT RISK ---

CASH IN ADVANCE