Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# C09C15
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/C09C15
Flight Dates 10/09/2012 - 10/15/2012
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 CXL LNS 10-11,15-16,20-21,23-28,30,32-34 & 38
MKGD FOR LN 38 IS ON LINE 40
REVISE RATE IN LNS 12-14,17-20,29,31,25,36-37 AND 39
REVISE PRGM IN LNS 17-19;REVISE TP IN LNS 37 AND 39
ADD TO SKED LNS 41-59
REVISED TOTAL 19,930
PLS CONFIRM ASAP
THANKS,ANGELA

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	10/09-10/09	0	0	0	$0.00	

Rating: 4.1
Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
V3 More than 2 codes changed

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

Rating: 4.1
Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
V3 More than 2 codes changed

	*12	TH	5A-6A	NEWS AT 5	:30	$300.00	10/11-10/11	1	1	1	$300.00	

Rating: 4.1
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
	*13	F	5A-6A	NEWS AT 5	:30	$300.00	10/12-10/12	1	1	1	$300.00	

Rating: 4.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*14	M	5A-6A	NEWS AT 5	:30	$300.00	10/15-10/15	1	1	1	$300.00	

Rating: 4.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*15	TU	7A-9A	EARLY SHOW	:30	$250.00	10/09-10/09	0	0	0	$0.00	

Rating: 6.4
Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
V3 More than 2 codes changed

	*16	W	7A-9A	EARLY SHOW	:30	$250.00	10/10-10/10	0	0	0	$0.00	

Rating: 6.4
Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
V3 More than 2 codes changed

	*17	TH	7A-9A	TODAY SHOW	:30	$700.00	10/11-10/11	1	1	1	$700.00	

Rating: 6.4
Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM
Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM
V3 More than 2 codes changed

	*18	F	7A-9A	TODAY SHOW	:30	$700.00	10/12-10/12	1	1	1	$700.00	

Rating: 6.4
Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM
Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM
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
	*19	M	7A-9A	TODAY SHOW	:30	$700.00	10/15-10/15	1	1	1	$700.00	
Rating: 6.4												
		Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM										
		Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM										
		V3 More than 2 codes changed										
	*20	SA	7A-8A	NEWS 10 SAT	:30	$250.00	10/13-10/13	1	1	1	$250.00	
Rating: 6.6												
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*21	SA	8A-10A	TODAY SHOW	:30	$200.00	10/13-10/13	0	0	0	$0.00	
Rating: 5.9												
		Buyline Comment: CXL DUE TO NA										
		Sales Remark: V3 CXL DUE TO NA										
		V3 More than 2 codes changed										
	*23	SU	7A-8A	NEWS 10 SUN	:30	$125.00	10/14-10/14	0	0	0	$0.00	
Rating: 5.4												
		Buyline Comment: CXL DUE TO NA										
		Sales Remark: V3 CXL DUE TO NA										
		V3 More than 2 codes changed										
	*24	SU	8A-9A	TODAY SHOW	:30	$175.00	10/14-10/14	0	0	0	$0.00	
Rating: 6.5												
		Buyline Comment: CXL DUE TO NA										
		Sales Remark: V3 CXL DUE TO NA										
		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
	*25	SU	9A-10A	MEET THE PRESS	:30	$100.00	10/14-10/14	0	0	0	$0.00	

Rating: 4.1

Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
V3 More than 2 codes changed

	*26	TU	6P-630P	NEWS AT 6	:30	$350.00	10/09-10/09	0	0	0	$0.00	

Rating: 7.2

Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
V3 More than 2 codes changed

	*27	TH	6P-630P	NEWS AT 6	:30	$350.00	10/11-10/11	0	0	0	$0.00	

Rating: 7.2

Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
V3 More than 2 codes changed

	*28	SA	6P-630P	NEWS AT 6 SATURDAY	:30	$100.00	10/13-10/13	0	0	0	$0.00	

Rating: 5.4

Buyline Comment: CXL DUE TO NA DUE TO NOTRE DAME
Sales Remark: V3 CXL DUE TO NA DUE TO NOTRE DAME
V3 More than 2 codes changed

	*29	SU	6P-7P	NEWS AT 6 SUNDAY	:30	$300.00	10/14-10/14	1	1	1	$300.00	

Rating: 6.2

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

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

Rating: 2.6

Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
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
	*31	F	1135P-1235A	TONIGHT SHOW	:30	$300.00	10/12-10/12	1	1	1	$300.00	
Rating: 2.6												
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*32	SA	1130P-1A	SNL	:30	$250.00	10/13-10/13	0	0	0	$0.00	
Rating: 4.9												
		Buyline Comment: CXL DUE TO NA										
		Sales Remark: V3 CXL DUE TO NA										
		V3 More than 2 codes changed										
	*33	SU	1130P-12A	INSIDER WEEKEND	:30	$50.00	10/14-10/14	0	0	0	$0.00	
Rating: 3.1												
		Buyline Comment: CXL DUE TO NA DUE TO NFL										
		Sales Remark: V3 CXL DUE TO NA DUE TO NFL										
		V3 More than 2 codes changed										
	*34	TU	11P-1135P	NEWS AT 11	:30	$350.00	10/09-10/09	0	0	0	$0.00	
Rating: 5.0												
		Buyline Comment: CXL DUE TO NA										
		Sales Remark: V3 CXL DUE TO NA										
		V3 More than 2 codes changed										
	*35	TH	11P-1135P	NEWS AT 11	:30	$500.00	10/11-10/11	1	1	1	$500.00	
Rating: 5.0												
		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
	*36	SA	11P-1130P	NEWS	:30	$800.00	10/13-10/13	1	1	1	$800.00	

Rating: 5.6

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

	*37	SU	1130P-12A	NEWS	:30	$800.00	10/14-10/14	1	1	1	$800.00	

Rating: 4.7

Buyline Comment: REVISE RATE TO CLEAR;REVISE TP DUE TO NFL
Sales Remark: V3 REVISE RATE TO CLEAR;REVISE TP DUE TO NFL
V3 More than 2 codes changed

	*38	M	8P-10P	THE SING OFF	:30	$500.00	10/15-10/15	0	0	0	$0.00	

Rating: 6.0

Buyline Comment: CXL DUE TO NA
Sales Remark: V3 CXL DUE TO NA
V3 More than 2 codes changed

	*39	SU	815P-1130P	FOOTBALL	:30	$2,500.00	10/14-10/14	1	1	1	$2,500.00	

Rating: 5.7

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

	*40	M	10P-11P	REVOLUTION	:30	$500.00	10/15-10/15	1	1	1	$500.00	

Rating: 6.0

Buyline Comment: MKGD FROM LN 38
Sales Remark: V3 MKGD FROM LN 38
V3 Added

	*41	W-F	10A-11A	TODAY SHOW 2	:30	$125.00	10/10-10/12	3	1	3	$375.00	

Rating: 5.7

Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*42	M	10A-11A	TODAY SHOW 2	:30	$125.00	10/15-10/15	1	1	1	$125.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*43	M	12P-1P	NEWS AT NOON	:30	$75.00	10/15-10/15	1	1	1	$75.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*44	W-F	6A-7A	AM NEWS	:30	$700.00	10/10-10/12	1	1	1	$700.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*45	SA	6A-7A	AM NEWS SAT	:30	$200.00	10/13-10/13	1	1	1	$200.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*46	W-F	5P-530P	5P NEWS	:30	$700.00	10/10-10/12	2	1	2	$1,400.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*47	W-F	530P-6P	530P NEWS	:30	$700.00	10/10-10/12	1	1	1	$700.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*48	M	530P-6P	530P NEWS	:30	$700.00	10/15-10/15	1	1	1	$700.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*49	W-F	6P-630P	6P NEWS	:30	$800.00	10/10-10/12	2	1	2	$1,600.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*50	M	6P-630P	6P NEWS	:30	$800.00	10/15-10/15	1	1	1	$800.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*51	W-F	11P-1135P	LATE NEWS	:30	$500.00	10/10-10/12	2	1	2	$1,000.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*52	M	11P-1135P	LATE NEWS	:30	$500.00	10/15-10/15	1	1	1	$500.00	
Rating: 5.7												
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*53	W-F	7P-730P	E.T.	:30	$300.00	10/10-10/12	2	1	2	$600.00	

Rating: 5.7
Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

	*54	M	7P-730P	E.T.	:30	$300.00	10/15-10/15	1	1	1	$300.00	

Rating: 5.7
Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

	*55	W-F	730P-8P	THE INSIDER	:30	$300.00	10/10-10/12	2	1	2	$600.00	

Rating: 5.7
Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

	*56	F	8P-9P	GRIMM	:30	$400.00	10/12-10/12	1	1	1	$400.00	

Rating: 5.7
Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

	*57	W-F	430A-459A	EARLY TODAY	:30	$40.00	10/10-10/12	2	1	2	$80.00	

Rating: 5.7
Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*58	M	135A-205A	CARSON DAILY	:30	$25.00	10/15-10/15	1	1	1	$25.00	

Rating: 5.7

Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

	*59	M	430A-459A	EARLY TODAY	:30	$40.00	10/15-10/15	1	1	1	$40.00	

Rating: 5.7

Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

---REPORT TOTALS---

Report Totals: 41 / $19,170.00

---SALES MONTHLY TOTALS---

Oct 12: 51 / $19,930.00
Sales Totals: 51 / $19,930.00
Station Totals: 51 / $19,930.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$68,724	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+

--- CREDIT RISK ---

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CASH IN ADVANCE