Rep Order# 6828511 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/24/2012 2:00 PM
EC'd Yes **Last Received:** 06/22/2012 5:27 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# 806812
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/806812
Flight Dates 08/06/2012 - 08/12/2012
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 2,150
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	9A-10A	TODAY SHOW 2	:30	$250.00	08/08-08/08	1	1	1	$250.00	
Rating: 3.7												
	2	W	1P-2P	DAYS OF OUR LIVES	:30	$150.00	08/08-08/08	1	1	1	$150.00	
Rating: 2.3												
	3	W	4P-5P	ANDERSON COOPER	:30	$125.00	08/08-08/08	1	1	1	$125.00	
Rating: 2.6												
	4	TH	6A-7A	NEWS AT 6	:30	$550.00	08/09-08/09	1	1	1	$550.00	
Rating: 5.8												
	5	M	7A-9A	TODAY SHOW	:30	$550.00	08/06-08/06	1	1	1	$550.00	
Rating: 6.0												
	6	SA	7P-8P	ET WEEKEND	:30	$125.00	08/11-08/11	1	1	1	$125.00	
Rating: 2.2												
	7	SU	7P-9P	DATELINE	:30	$400.00	08/12-08/12	1	1	1	$400.00	
Rating: 3.9												

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--REPORT TOTALS---

Report Totals: 7 / $2,150.00

--SALES MONTHLY TOTALS--

Aug 12: 7 / $2,150.00

Sales Totals: 7 / $2,150.00

Station Totals: 7 / $2,150.00

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

--COMPETITIVE---

Market Totals	$5,513	CATV	0%	WAVY	39%	WGNT	0%	WPXV	0%	WTKR	40%
		WTVZ	0%	WVBT	7%	WVEC	13%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE