Rep Order# 6830639 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/06/2012 1:26 PM
EC'd Yes **Last Received:** 06/29/2012 5:39 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# 911917
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/911917
Flight Dates 09/11/2012 - 09/17/2012
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 10,550
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	12P-1P	NEWS	:30	$75.00	09/11-09/11	1	1	1	$75.00	
Rating: 2.5												
	2	W	12P-1P	NEWS	:30	$75.00	09/12-09/12	1	1	1	$75.00	
Rating: 2.5												
	3	TH	12P-1P	NEWS	:30	$75.00	09/13-09/13	1	1	1	$75.00	
Rating: 2.5												
	4	F	12P-1P	NEWS	:30	$75.00	09/14-09/14	1	1	1	$75.00	
Rating: 2.5												
	5	TU	4P-5P	ANDERSON COOPER	:30	$125.00	09/11-09/11	1	1	1	$125.00	
Rating: 2.6												
	6	W	4P-5P	ANDERSON COOPER	:30	$125.00	09/12-09/12	1	1	1	$125.00	
Rating: 2.6												
	7	TH	4P-5P	ANDERSON COOPER	:30	$125.00	09/13-09/13	1	1	1	$125.00	
Rating: 2.6												
	8	F	4P-5P	ANDERSON COOPER	:30	$125.00	09/14-09/14	1	1	1	$125.00	
Rating: 2.6												

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	9	M	4P-5P	ANDERSON COOPER	:30	$125.00	09/17-09/17	1	1	1	$125.00	
Rating: 2.6												
	10	TU	5A-6A	NEWS AT 5	:30	$200.00	09/11-09/11	1	1	1	$200.00	
Rating: 3.1												
	11	W	5A-6A	NEWS AT 5	:30	$200.00	09/12-09/12	1	1	1	$200.00	
Rating: 3.1												
	12	TH	5A-6A	NEWS AT 5	:30	$200.00	09/13-09/13	1	1	1	$200.00	
Rating: 3.1												
	13	F	5A-6A	NEWS AT 5	:30	$200.00	09/14-09/14	1	1	1	$200.00	
Rating: 3.1												
	14	M	5A-6A	NEWS AT 5	:30	$200.00	09/17-09/17	1	1	1	$200.00	
Rating: 3.1												
	15	TU	7A-9A	EARLY SHOW	:30	$400.00	09/11-09/11	1	1	1	$400.00	
Rating: 6.0												
	16	W	7A-9A	EARLY SHOW	:30	$400.00	09/12-09/12	1	1	1	$400.00	
Rating: 6.0												
	17	TH	7A-9A	EARLY SHOW	:30	$400.00	09/13-09/13	1	1	1	$400.00	
Rating: 6.0												
	18	F	7A-9A	EARLY SHOW	:30	$400.00	09/14-09/14	1	1	1	$400.00	
Rating: 6.0												
	19	M	7A-9A	EARLY SHOW	:30	$400.00	09/17-09/17	1	1	1	$400.00	
Rating: 6.0												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	SA	7A-8A	NEWS 10 SAT	:30	$250.00	09/15-09/15	1	1	1	$250.00	
Rating: 6.3												
	21	SA	8A-10A	TODAY SHOW	:30	$300.00	09/15-09/15	1	1	1	$300.00	
Rating: 5.7												
	22	SU	6A-7A	NEWS 10 SUN	:30	$150.00	09/16-09/16	1	1	1	$150.00	
Rating: 4.0												
	23	SU	7A-8A	NEWS 10 SUN	:30	$250.00	09/16-09/16	1	1	1	$250.00	
Rating: 4.6												
	24	SU	8A-9A	TODAY SHOW	:30	$300.00	09/16-09/16	1	1	1	$300.00	
Rating: 4.9												
	25	SU	9A-10A	MEET THE PRESS	:30	$400.00	09/16-09/16	1	1	1	$400.00	
Rating: 3.4												
	26	TU	6P-630P	NEWS AT 6	:30	$500.00	09/11-09/11	1	1	1	$500.00	
Rating: 6.4												
	27	TH	6P-630P	NEWS AT 6	:30	$500.00	09/13-09/13	1	1	1	$500.00	
Rating: 6.4												
	28	SA	6P-630P	NEWS AT 6 SATURDAY	:30	$200.00	09/15-09/15	1	1	1	$200.00	
Rating: 4.9												
	29	SU	6P-7P	NEWS AT 6 SUNDAY	:30	$200.00	09/16-09/16	1	1	1	$200.00	
Rating: 4.5												
	30	W	1135P-1235A	TONIGHT SHOW	:30	$150.00	09/12-09/12	1	1	1	$150.00	
Rating: 2.6												

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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	$150.00	09/14-09/14	1	1	1	$150.00	
Rating: 2.6												
	32	SA	1130P-1A	SNL	:30	$350.00	09/15-09/15	1	1	1	$350.00	
Rating: 4.1												
	33	SU	1130P-12A	INSIDER WEEKEND	:30	$125.00	09/16-09/16	1	1	1	$125.00	
Rating: 3.3												
	34	TU	11P-1135P	NEWS AT 11	:30	$450.00	09/11-09/11	1	1	1	$450.00	
Rating: 4.8												
	35	TH	11P-1135P	NEWS AT 11	:30	$450.00	09/13-09/13	1	1	1	$450.00	
Rating: 4.8												
	36	SA	11P-1130P	NEWS	:30	$450.00	09/15-09/15	1	1	1	$450.00	
Rating: 5.4												
	37	SU	11P-1130P	NEWS	:30	$450.00	09/16-09/16	1	1	1	$450.00	
Rating: 5.4												
	38	M	9P-10P	AMER NINJA WARRIOR	:30	$500.00	09/17-09/17	1	1	1	$500.00	
Rating: 4.3												
	39	SU	8P-10P	AMER GOT TALENT ENC	:30	$500.00	09/16-09/16	1	1	1	$500.00	
Rating: 4.6												

--REPORT TOTALS---

Report Totals: 39 / $10,550.00

--SALES MONTHLY TOTALS--

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Sep 12: 39 / $10,550.00

Sales Totals: 39 / $10,550.00

Station Totals: 39 / $10,550.00

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

---COMPETITIVE---

Market Totals	$36,379	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 ---

CASH IN ADVANCE