**Rep Order#** 6830639 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 09/10/2012 12:09 PM
**EC'd** Yes **Last Received:** 09/10/2012 9:08 AM
**Showing Buylines:** All Rep Revised 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 --**

VER 3 ISSUED TO CXL SPOTS 9/11 PER AGY/CLIENT REQUEST
W/MKGD'S @ STP/NCIR LN'S 40-44 & 46; REVISE RATES TO
CLEAR LN'S 11-19, 22-24, 26-29 & 34-37; CXL SPOTS N/A
LN'S 33 & 38-39 DUE PRGM CHANGE W/MKGD'S LN'S 45 & 47
CONTRACT TOTAL REMAINS $10,550
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 | $75.00 | 09/11-09/11 | 0 | 0 | 0 | $0.00 | |
| Rating: 2.5 | | | | | | | | | | | | |
| | | Buyline Comment: CXL PER AGY/CLIENT REQUEST | | | | | | | | | | |
| | | Sales Remark: V3 CXL PER AGY/CLIENT REQUEST | | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | *5 | TU | 4P-5P | ANDERSON COOPER | :30 | $125.00 | 09/11-09/11 | 0 | 0 | 0 | $0.00 | |
| Rating: 2.6 | | | | | | | | | | | | |
| | | Buyline Comment: CXL PER AGY/CLIENT REQUEST | | | | | | | | | | |
| | | Sales Remark: V3 CXL PER AGY/CLIENT REQUEST | | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | *10 | TU | 5A-6A | NEWS AT 5 | :30 | $200.00 | 09/11-09/11 | 0 | 0 | 0 | $0.00 | |
| Rating: 3.1 | | | | | | | | | | | | |
| | | Buyline Comment: CXL PER AGY/CLIENT REQUEST | | | | | | | | | | |
| | | Sales Remark: V3 CXL PER AGY/CLIENT REQUEST | | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |

**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

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *11 | W | 5A-6A | NEWS AT 5 | :30 | $150.00 | 09/12-09/12 | 1 | 1 | 1 | $150.00 | |

Rating: 3.1
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *12 | TH | 5A-6A | NEWS AT 5 | :30 | $150.00 | 09/13-09/13 | 1 | 1 | 1 | $150.00 | |

Rating: 3.1
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *13 | F | 5A-6A | NEWS AT 5 | :30 | $150.00 | 09/14-09/14 | 1 | 1 | 1 | $150.00 | |

Rating: 3.1
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *14 | M | 5A-6A | NEWS AT 5 | :30 | $150.00 | 09/17-09/17 | 1 | 1 | 1 | $150.00 | |

Rating: 3.1
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *15 | TU | 7A-9A | TODAY SHOW | :30 | $400.00 | 09/11-09/11 | 0 | 0 | 0 | $0.00 | |

Rating: 6.0
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *16 | W | 7A-9A | TODAY SHOW | :30 | $350.00 | 09/12-09/12 | 1 | 1 | 1 | $350.00 | |

Rating: 6.0
Buyline Comment: REVISE RATE PER STATION; REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION; REVISE PRGM
V3 More than 2 codes changed

**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

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *17 | TH | 7A-9A | TODAY SHOW | :30 | $350.00 | 09/13-09/13 | 1 | 1 | 1 | $350.00 | |

Rating: 6.0
Buyline Comment: REVISE RATE PER STATION; REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION; REVISE PRGM
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *18 | F | 7A-9A | TODAY SHOW | :30 | $350.00 | 09/14-09/14 | 1 | 1 | 1 | $350.00 | |

Rating: 6.0
Buyline Comment: REVISE RATE PER STATION; REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION; REVISE PRGM
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *19 | M | 7A-9A | TODAY SHOW | :30 | $350.00 | 09/17-09/17 | 1 | 1 | 1 | $350.00 | |

Rating: 6.0
Buyline Comment: REVISE RATE PER STATION; REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION; REVISE PRGM
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *22 | SU | 6A-7A | NEWS 10 SUN | :30 | $100.00 | 09/16-09/16 | 1 | 1 | 1 | $100.00 | |

Rating: 4.0
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *23 | SU | 7A-8A | NEWS 10 SUN | :30 | $200.00 | 09/16-09/16 | 1 | 1 | 1 | $200.00 | |

Rating: 4.6
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

**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

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *24 | SU | 8A-9A | TODAY SHOW | :30 | $275.00 | 09/16-09/16 | 1 | 1 | 1 | $275.00 | |

Rating: 4.9
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *26 | TU | 6P-630P | NEWS AT 6 | :30 | $500.00 | 09/11-09/11 | 0 | 0 | 0 | $0.00 | |

Rating: 6.4
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *27 | TH | 6P-630P | NEWS AT 6 | :30 | $450.00 | 09/13-09/13 | 1 | 1 | 1 | $450.00 | |

Rating: 6.4
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *28 | SA | 6P-630P | NEWS AT 6 SATURDAY | :30 | $150.00 | 09/15-09/15 | 1 | 1 | 1 | $150.00 | |

Rating: 4.9
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *29 | SU | 6P-7P | NEWS AT 6 SUNDAY | :30 | $150.00 | 09/16-09/16 | 1 | 1 | 1 | $150.00 | |

Rating: 4.5
Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *33 | SU | 1130P-12A | INSIDER WEEKEND | :30 | $125.00 | 09/16-09/16 | 0 | 0 | 0 | $0.00 | |

Rating: 3.3
Buyline Comment: CXL DUE N/A DUE NFL
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#** 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

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *34 | TU | 11P-1135P | NEWS AT 11 | :30 | $450.00 | 09/11-09/11 | 0 | 0 | 0 | $0.00 | |
| Rating: 4.8 | | | | | | | | | | | | |
| | | | Buyline Comment: CXL PER AGY/CLIENT REQUEST | | | | | | | | | |
| | | | Sales Remark: V3 CXL PER AGY/CLIENT REQUEST | | | | | | | | | |
| | | | V3 More than 2 codes changed | | | | | | | | | |
| | *35 | TH | 11P-1135P | NEWS AT 11 | :30 | $500.00 | 09/13-09/13 | 1 | 1 | 1 | $500.00 | |
| Rating: 4.8 | | | | | | | | | | | | |
| | | | Buyline Comment: REVISE RATE TO CLEAR | | | | | | | | | |
| | | | Sales Remark: V3 REVISE RATE TO CLEAR | | | | | | | | | |
| | | | V3 More than 2 codes changed | | | | | | | | | |
| | *36 | SA | 11P-1130P | NEWS | :30 | $500.00 | 09/15-09/15 | 1 | 1 | 1 | $500.00 | |
| Rating: 5.4 | | | | | | | | | | | | |
| | | | 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 | $500.00 | 09/16-09/16 | 1 | 1 | 1 | $500.00 | |
| Rating: 5.4 | | | | | | | | | | | | |
| | | | Buyline Comment: REVISE RATE TO CLEAR; REVISE TIME PD DUE NFL | | | | | | | | | |
| | | | Sales Remark: V3 REVISE RATE TO CLEAR; REVISE TIME PD DUE NFL | | | | | | | | | |
| | | | V3 More than 2 codes changed | | | | | | | | | |
| | *38 | M | 9P-10P | AMER NINJA WARRIOR | :30 | $500.00 | 09/17-09/17 | 0 | 0 | 0 | $0.00 | |
| Rating: 4.3 | | | | | | | | | | | | |
| | | | Buyline Comment: CXL DUE N/A DUE PRGM CHANGE | | | | | | | | | |
| | | | Sales Remark: V3 CXL DUE N/A DUE PRGM CHANGE | | | | | | | | | |
| | | | V3 More than 2 codes changed | | | | | | | | | |

**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

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *39 | SU | 8P-10P | AMER GOT TALENT ENC | :30 | $500.00 | 09/16-09/16 | 0 | 0 | 0 | $0.00 | |

Rating: 4.6

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

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *40 | M | 12P-1P | NEWS | :30 | $75.00 | 09/17-09/17 | 1 | 1 | 1 | $75.00 | |

Rating: 2.5

Buyline Comment: MKGD FROM LN 1
Sales Remark: V3 MKGD FROM LN 1
V3 Added

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *41 | W | 4P-5P | ANDERSON COOPER | :30 | $125.00 | 09/12-09/12 | 1 | 1 | 1 | $125.00 | |

Rating: 2.6

Buyline Comment: MKGD FROM LN 5
Sales Remark: V3 MKGD FROM LN 5
V3 Added

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *42 | TH | 5A-6A | NEWS AT 5 | :30 | $150.00 | 09/13-09/13 | 1 | 1 | 1 | $150.00 | |

Rating: 3.1

Buyline Comment: MKGD FROM LN 10 W/REVISED RATE PER STATION
Sales Remark: V3 MKGD FROM LN 10 W/REVISED RATE PER STATION
V3 Added

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *43 | F | 7A-9A | TODAY SHOW | :30 | $350.00 | 09/14-09/14 | 1 | 1 | 1 | $350.00 | |

Rating: 6.0

Buyline Comment: MKGD FROM LN 15 W/REVISED RATE PER STATION
Sales Remark: V3 MKGD FROM LN 15 W/REVISED RATE PER STATION
V3 Added

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *44 | M | 6P-630P | NEWS AT 6 | :30 | $450.00 | 09/17-09/17 | 1 | 1 | 1 | $450.00 | |

Rating: 6.4

Buyline Comment: MKGD FROM LN 26 W/REVISED RATE PER STATION
Sales Remark: V3 MKGD FROM LN 26 W/REVISED RATE PER STATION
V3 Added

**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

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *45 | SA | 1130P-1A | SNL | :30 | $350.00 | 09/15-09/15 | 1 | 1 | 1 | $350.00 | |

Rating: 4.1
Buyline Comment: ADD TO SKED FOR MKGD FROM RATE REVISIONS
Sales Remark: V3 ADD TO SKED
V3 Added

| | *46 | W | 11P-1135P | NEWS AT 11 | :30 | $500.00 | 09/12-09/12 | 1 | 1 | 1 | $500.00 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

Rating: 4.8
Buyline Comment: MKGD FROM LN 34 W/REVISED RATE TO CLEAR
Sales Remark: V3 MKGD FROM LN 34 W/REVISED RATE TO CLEAR
V3 Added

| | *47 | M | 8P-10P | THE VOICE | :30 | $1,400.00 | 09/17-09/17 | 1 | 1 | 1 | $1,400.00 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

Buyline Comment: ADD TO SKED FOR MKGD FROM RATE REVISIONS
Sales Remark: V3 ADD TO SKED
V3 Added

**---REPORT TOTALS---**
Report Totals: 25 / $8,225.00

**---SALES MONTHLY TOTALS---**

Sep 12: 38 / $10,550.00
Sales Totals: 38 / $10,550.00
Station Totals: 38 / $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

**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

Books NOV10, MAY11, ENOV11
Demos RA35+

**-- CREDIT RISK ---**
CASH IN ADVANCE