Rep Order# 6830641 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 09/25/2012 10:01 AM
EC'd Yes **Last Received:** 09/25/2012 8:42 AM
Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# 925C01
Buyer Michele Brooks
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/925C01
Flight Dates 09/25/2012 - 10/01/2012
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 & PER AGY/CLIENT REQ
LN'S 1, 5-10, 13, 15, 17, 19, 24-26, 28-29, 31-34 &
36-38; REV LENGTH/RATES LN'S 2-4, 11-12, 14, 16, 18,
20-23, 27, 30, 35 & 39; AND TO ADD LN'S 40-42 TO SKED
REVISED CONTRACT TOTAL IS $12,720
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	09/25-09/25	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	$100.00	09/26-09/26	1	1	1	$100.00	

Rating: 2.4
Buyline Comment: REVISE LENGTH/RATE
Sales Remark: V3 REVISE LENGTH/RATE
V3 More than 2 codes changed

	*3	TH	12P-1P	NEWS	:60	$100.00	09/27-09/27	1	1	1	$100.00	

Rating: 2.4
Buyline Comment: REVISE LENGTH/RATE
Sales Remark: V3 REVISE LENGTH/RATE
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
	*4	F	12P-1P	NEWS	:60	$100.00	09/28-09/28	1	1	1	$100.00	

Rating: 2.4
Buyline Comment: REVISE LENGTH/RATE
Sales Remark: V3 REVISE LENGTH/RATE
V3 More than 2 codes changed

	*5	TU	4P-5P	ANDERSON COOPER	:30	$100.00	09/25-09/25	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	:30	$100.00	09/26-09/26	0	0	0	$0.00	

Rating: 2.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*7	TH	4P-5P	ANDERSON COOPER	:30	$100.00	09/27-09/27	0	0	0	$0.00	

Rating: 2.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*8	F	4P-5P	ANDERSON COOPER	:30	$100.00	09/28-09/28	0	0	0	$0.00	

Rating: 2.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*9	M	4P-5P	ANDERSON COOPER	:30	$100.00	10/01-10/01	0	0	0	$0.00	

Rating: 2.7
Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
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
	*10	TU	5A-6A	NEWS AT 5	:30	$100.00	09/25-09/25	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	:60	$300.00	09/26-09/26	1	1	1	$300.00	

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

	*12	TH	5A-6A	NEWS AT 5	:60	$300.00	09/27-09/27	1	1	1	$300.00	

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

	*13	F	5A-6A	NEWS AT 5	:30	$100.00	09/28-09/28	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	:60	$200.00	10/01-10/01	1	1	1	$200.00	

Rating: 4.1
Buyline Comment: REVISE LENGTH/RATE
Sales Remark: V3 REVISE LENGTH/RATE
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
	*15	TU	7A-9A	EARLY SHOW	:30	$250.00	09/25-09/25	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

	*16	W	7A-9A	TODAY SHOW	:60	$700.00	09/26-09/26	1	1	1	$700.00	

Rating: 6.4

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

	*17	TH	7A-9A	TODAY SHOW	:60	$700.00	09/27-09/27	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

	*18	F	7A-9A	TODAY SHOW	:60	$700.00	09/28-09/28	1	1	1	$700.00	

Rating: 6.4

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

	*19	M	7A-9A	EARLY SHOW	:30	$250.00	10/01-10/01	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

	*20	SA	7A-8A	NEWS 10 SAT	:60	$500.00	09/29-09/29	1	1	1	$500.00	

Rating: 6.6

Buyline Comment: REVISE LENGTH; REVISE RATE TO CLEAR
Sales Remark: V3 REVISE LENGTH; 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
	*21	SA	8A-9A	TODAY SHOW	:60	$600.00	09/29-09/29	1	1	1	$600.00	

Rating: 5.9

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

	*22	SU	6A-7A	NEWS 10 SUN	:60	$200.00	09/30-09/30	1	1	1	$200.00	

Rating: 4.7

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

	*23	SU	7A-8A	NEWS 10 SUN	:60	$400.00	09/30-09/30	1	1	1	$400.00	

Rating: 5.4

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

	*24	SU	8A-9A	TODAY SHOW	:30	$175.00	09/30-09/30	0	0	0	$0.00	

Rating: 6.5

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

	*25	SU	9A-10A	MEET THE PRESS	:30	$100.00	09/30-09/30	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

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*26	TU	6P-630P	NEWS AT 6	:30	$350.00	09/25-09/25	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

	*27	TH	6P-630P	NEWS AT 6	:60	$900.00	09/27-09/27	1	1	1	$900.00	

Rating: 7.2
Buyline Comment: REVISE LENGTH; REVISE RATE TO CLEAR
Sales Remark: V3 REVISE LENGTH; REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*28	SA	6P-630P	NEWS AT 6 SATURDAY	:30	$100.00	09/29-09/29	0	0	0	$0.00	

Rating: 5.4
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*29	SU	6P-7P	NEWS AT 6 SUNDAY	:30	$100.00	09/30-09/30	0	0	0	$0.00	

Rating: 6.2
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*30	W	1135P-1235A	TONIGHT SHOW	:60	$300.00	09/26-09/26	1	1	1	$300.00	

Rating: 2.6
Buyline Comment: REVISE LENGTH; REVISE RATE TO CLEAR
Sales Remark: V3 REVISE LENGTH; 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
	*31	F	1135P-1235A	TONIGHT SHOW	:30	$100.00	09/28-09/28	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

	*32	SA	1130P-1A	SNL	:60	$700.00	09/29-09/29	0	0	0	$0.00	

Rating: 4.9

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

	*33	SU	1130P-12A	INSIDER WEEKEND	:30	$50.00	09/30-09/30	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	TU	11P-1135P	NEWS AT 11	:30	$350.00	09/25-09/25	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

	*35	TH	11P-1135P	NEWS AT 11	:60	$1,000.00	09/27-09/27	1	1	1	$1,000.00	

Rating: 5.0

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

	*36	SA	11P-1130P	NEWS	:30	$350.00	09/29-09/29	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

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	*37	SU	11P-12A	NEWS	:30	$350.00	09/30-09/30	0	0	0	$0.00	
Rating: 4.7												
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								
	*38	M	8P-10P	THE SING OFF	:30	$500.00	10/01-10/01	0	0	0	$0.00	
Rating: 6.0												
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V3 CXL DUE N/A								
				V3 More than 2 codes changed								
	*39	SU	815P-1130P	FOOTBALL	:60	$4,400.00	09/30-09/30	1	1	1	$4,400.00	
Rating: 5.7												
				Buyline Comment: REVISE LENGTH; REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE LENGTH; REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*40	W	6P-630P	NEWS AT 6	:60	$900.00	09/26-09/26	1	1	1	$900.00	
Rating: 7.2												
				Buyline Comment: ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*41	W	11P-1135P	NEWS AT 11	:60	$1,000.00	09/26-09/26	1	1	1	$1,000.00	
Rating: 5.0												
				Buyline Comment: ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*42	TH	4A-430A	EARLY TODAY	:60	$20.00	09/27-09/27	1	1	1	$20.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

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--REPORT TOTALS---

Report Totals: 19 / $12,720.00

--SALES MONTHLY TOTALS--

Sep 12: 18 / $12,520.00 Oct 12: 1 / $200.00

Sales Totals: 19 / $12,720.00

Station Totals: 19 / $12,720.00

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

--COMPETITIVE---

Market Totals	$43,862	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