Rep Order# 6828417 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/22/2012 9:53 AM
EC'd Yes **Last Received:** 06/21/2012 1:24 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .AFP SENATE
Product AFP-SENATE
Estimate# 954
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency ( ) MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //954
Flight Dates 06/22/2012 - 06/28/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

AMERICANS FOR PROSPERITY-SENATE SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SA	7A-8A		:30	$400.00	06/23-06/23	1	1	1	$400.00	
		Buyline Comment: WAVY10 SAT										
	2	SA	7P-8P		:30	$175.00	06/23-06/23	1	1	1	$175.00	
		Buyline Comment: ENT THIS WEEK										
	3	SU	9A-10A		:30	$800.00	06/24-06/24	1	1	1	$800.00	
		Buyline Comment: MEET THE PRESS										
	4	M-TU,TH	6A-7A		:30	$700.00	06/25-06/28	4	1	4	$2,800.00	
		Buyline Comment: WAVY NEWS										
	5	M,W-TH	12P-1P		:30	$125.00	06/25-06/28	3	1	3	$375.00	
		Buyline Comment: WAVY NEWS AT NOON										
	6	TU	12P-1P		:30	$125.00	06/26-06/26	2	1	2	$250.00	
		Buyline Comment: WAVY NEWS AT NOON										
	7	M-W	4P-5P		:30	$200.00	06/25-06/27	4	1	4	$800.00	
		Buyline Comment: ANDERSON COOPER										
	8	M-TH	6P-630P		:30	$700.00	06/25-06/28	4	1	4	$2,800.00	
		Buyline Comment: NEWS										
	9	M,W-TH	730P-8P		:30	$600.00	06/25-06/28	3	1	3	$1,800.00	
		Buyline Comment: THE INSIDER										
	10	TU	730P-8P		:30	$600.00	06/26-06/26	2	1	2	$1,200.00	
		Buyline Comment: THE INSIDER										

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	11	M-TH	5A-6A		:30	$350.00	06/25-06/28	1	1	1	$350.00	
		Buyline Comment: NEWS										
	12	M-TH	5P-530P		:30	$450.00	06/25-06/28	1	1	1	$450.00	
		Buyline Comment: NEWS										

---REPORT TOTALS---

Report Totals: 27 / $12,200.00

---SALES MONTHLY TOTALS---

Jun 12: 3 / $1,375.00 Jul 12: 24 / $10,825.00

Sales Totals: 27 / $12,200.00

Station Totals: 27 / $12,200.00

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

---COMPETITIVE---

Market Totals	$31,281	CATV	0%	WAVY	31%	WGNT	0%	WPXV	0%	WTKR	25%		
		WTVZ	0%	WVBT	8%	WVEC	36%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE