Rep Order# 6828494 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/24/2012 1:18 PM
EC'd Yes **Last Received:** 06/22/2012 4:09 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .AFP SENATE
Product AFP-SENATE
Estimate# 955
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency ( ) MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //955
Flight Dates 06/29/2012 - 07/06/2012
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=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 12,200
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	6A-7A		:30	$700.00	06/29-06/29	1	1	1	$700.00	
			Buyline Comment: WAVY NEWS									
	2	F	12P-1P		:30	$125.00	06/29-06/29	1	1	1	$125.00	
			Buyline Comment: WAVY NEWS AT NOON									
	3	F	4P-5P		:30	$200.00	06/29-06/29	1	1	1	$200.00	
			Buyline Comment: ANDRESON COOPER									
	4	F	6P-630P		:30	$700.00	06/29-06/29	1	1	1	$700.00	
			Buyline Comment: NEWS									
	5	F	730P-8P		:30	$600.00	06/29-06/29	1	1	1	$600.00	
			Buyline Comment: THE INSIDER									
	6	SA	7A-8A		:30	$325.00	06/30-06/30	1	1	1	$325.00	
			Buyline Comment: WAVY10 SAT									
	7	SA	7P-8P		:30	$175.00	06/30-06/30	1	1	1	$175.00	
			Buyline Comment: ENT THIS WEEK									
	8	SU	6A-7A		:30	$250.00	07/01-07/01	1	1	1	$250.00	
			Buyline Comment: WAVY10 SUN									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SU	9A-10A	Buyline Comment: MEET THE PRESS	:30	$500.00	07/01-07/01	1	1	1	$500.00	
	10	SU	7P-9P	Buyline Comment: DATELINE	:30	$500.00	07/01-07/01	1	1	1	$500.00	
	11	M-TU,TH	6A-7A	Buyline Comment: NEWS	:30	$700.00	07/02-07/05	3	1	3	$2,100.00	
	12	M-TH	12P-1P	Buyline Comment: NEWS AT NOON	:30	$125.00	07/02-07/05	4	1	4	$500.00	
	13	M,W-TH	4P-5P	Buyline Comment: ANDRESON COOPER	:30	$200.00	07/02-07/05	3	1	3	$600.00	
	14	M-TH	6P-630P	Buyline Comment: NEWS	:30	$700.00	07/02-07/05	4	1	4	$2,800.00	
	15	M,W-TH	730P-8P	Buyline Comment: THE INSIDER	:30	$600.00	07/02-07/05	3	1	3	$1,800.00	
	16	SU	7A-8A	Buyline Comment: NEWS	:30	$325.00	07/01-07/01	1	1	1	$325.00	

--REPORT TOTALS---

Report Totals: 28 / $12,200.00

--SALES MONTHLY TOTALS--

Jul 12: 28 / $12,200.00

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Salesperson ( ) ANJIE BRADY

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Salesperson FAX# 215-567-5938

Sales Totals: 28 / $12,200.00
Station Totals: 28 / $12,200.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$39,355	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