Rep Order# 6863255 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/12/2012 2:22 PM
EC'd Yes **Last Received:** 10/12/2012 10:32 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .AMERICAN CROSSROADS
Product American Crossroads
Estimate# 1209
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1209
Flight Dates 10/16/2012 - 10/22/2012
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 34,200
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	5A-6A	WAVY NEWS-5A	:30	$700.00	10/16-10/16	1	1	1	$700.00	
Rating: 4.6												
	2	W	5A-6A	WAVY NEWS-5A	:30	$700.00	10/17-10/17	1	1	1	$700.00	
Rating: 4.6												
	3	TH	5A-6A	WAVY NEWS-5A	:30	$700.00	10/18-10/18	1	1	1	$700.00	
Rating: 4.6												
	4	F	5A-6A	WAVY NEWS-5A	:30	$700.00	10/19-10/19	1	1	1	$700.00	
Rating: 4.6												
	5	M	5A-6A	WAVY NEWS-5A	:30	$700.00	10/22-10/22	1	1	1	$700.00	
Rating: 4.6												
	6	TU	430A-5A	WAVY NEWS-430A<	:30	$200.00	10/16-10/16	1	1	1	$200.00	
Rating: 1.3												
	7	W	430A-5A	WAVY NEWS-430A<	:30	$200.00	10/17-10/17	1	1	1	$200.00	
Rating: 1.3												
	8	TH	430A-5A	WAVY NEWS-430A<	:30	$200.00	10/18-10/18	1	1	1	$200.00	
Rating: 1.3												

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	9	F	430A-5A	WAVY NEWS-430A<	:30	$200.00	10/19-10/19	1	1	1	$200.00	
Rating: 1.3												
	10	M	430A-5A	WAVY NEWS-430A<	:30	$200.00	10/22-10/22	1	1	1	$200.00	
Rating: 1.3												
	11	SA	7A-8A	WAVY NWS SAT7A	:30	$800.00	10/20-10/20	1	1	1	$800.00	
Rating: 5.5												
	12	SU	7A-8A	WAVY NWS SUN7A	:30	$800.00	10/21-10/21	1	1	1	$800.00	
Rating: 5.9												
	13	TU	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/16-10/16	1	1	1	$500.00	
Rating: 3.8												
	14	W	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/17-10/17	1	1	1	$500.00	
Rating: 3.8												
	15	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/18-10/18	1	1	1	$500.00	
Rating: 3.8												
	16	F	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/19-10/19	1	1	1	$500.00	
Rating: 3.8												
	17	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/22-10/22	1	1	1	$500.00	
Rating: 3.8												
	18	TU	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/16-10/16	1	1	1	$300.00	
Rating: 2.0												
	19	W	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/17-10/17	1	1	1	$300.00	
Rating: 2.0												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	TH	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/18-10/18	1	1	1	$300.00	
Rating: 2.0												
	21	F	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/19-10/19	1	1	1	$300.00	
Rating: 2.0												
	22	M	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/22-10/22	1	1	1	$300.00	
Rating: 2.0												
	23	TU	4P-5P	ANDERSON<	:30	$500.00	10/16-10/16	1	1	1	$500.00	
Rating: 2.5												
	24	W	4P-5P	ANDERSON<	:30	$500.00	10/17-10/17	1	1	1	$500.00	
Rating: 2.5												
	25	TH	4P-5P	ANDERSON<	:30	$500.00	10/18-10/18	1	1	1	$500.00	
Rating: 2.5												
	26	F	4P-5P	ANDERSON<	:30	$500.00	10/19-10/19	1	1	1	$500.00	
Rating: 2.5												
	27	M	4P-5P	ANDERSON<	:30	$500.00	10/22-10/22	1	1	1	$500.00	
Rating: 2.5												
	28	W	630P-7P	NBC NITELY NWS<	:30	$3,000.00	10/17-10/17	1	1	1	$3,000.00	
Rating: 7.9												
	29	F	630P-7P	NBC NITELY NWS<	:30	$3,000.00	10/19-10/19	1	1	1	$3,000.00	
Rating: 7.9												
	30	M	630P-7P	NBC NITELY NWS<	:30	$3,000.00	10/22-10/22	1	1	1	$3,000.00	
Rating: 7.9												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	SA	6P-630P	AVG. ALL WKS	:30	$500.00	10/20-10/20	1	1	1	$500.00	
Rating: 3.8												
	32	SU	6P-7P	WAVY NW10 SUN1	:30	$500.00	10/21-10/21	1	1	1	$500.00	
Rating: 3.2												
	33	F	10P-11P	DATELNE FR-NBC	:30	$1,600.00	10/19-10/19	1	1	1	$1,600.00	
Rating: 3.7												
	34	SU	815P-1130P	NBC SUN-FTBL<	:30	$10,000.00	10/21-10/21	1	1	1	$10,000.00	
Rating: 13.9												

--REPORT TOTALS---

Report Totals: 34 / $34,200.00

--SALES MONTHLY TOTALS--

Oct 12: 34 / $34,200.00

Sales Totals: 34 / $34,200.00

Station Totals: 34 / $34,200.00

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

--COMPETITIVE---

Market Totals	$148,696	CATV	0%	WAVY	23%	WGNT	3%	WPXV	0%	WTKR	42%		
		WTVZ	3%	WVBT	4%	WVEC	25%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

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-- CREDIT RISK ---

CASH IN ADVANCE