Rep Order# 6860305 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/01/2012 4:03 PM
EC'd Yes **Last Received:** 10/01/2012 3:50 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .AMERICAN CROSSROADS
Product American Crossroads
Estimate# 1065
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1065
Flight Dates 10/02/2012 - 10/08/2012
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 32,000
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	10/02-10/02	1	1	1	$700.00	
Rating: 4.6												
	2	W	5A-6A	WAVY NEWS-5A	:30	$700.00	10/03-10/03	1	1	1	$700.00	
Rating: 4.6												
	3	TH	5A-6A	WAVY NEWS-5A	:30	$700.00	10/04-10/04	1	1	1	$700.00	
Rating: 4.6												
	4	F	5A-6A	WAVY NEWS-5A	:30	$700.00	10/05-10/05	1	1	1	$700.00	
Rating: 4.6												
	5	M	5A-6A	WAVY NEWS-5A	:30	$700.00	10/08-10/08	1	1	1	$700.00	
Rating: 4.6												
	6	SU	9A-10A	MEET PRESS-SUN	:30	$2,000.00	10/07-10/07	1	1	1	$2,000.00	
Rating: 4.3												
	7	TU	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/02-10/02	1	1	1	$500.00	
Rating: 3.8												
	8	W	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/03-10/03	1	1	1	$500.00	
Rating: 3.8												

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	9	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/04-10/04	1	1	1	$500.00	
Rating: 3.8												
	10	F	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/05-10/05	1	1	1	$500.00	
Rating: 3.8												
	11	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/08-10/08	1	1	1	$500.00	
Rating: 3.8												
	12	TU	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/02-10/02	1	1	1	$300.00	
Rating: 2.0												
	13	W	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/03-10/03	1	1	1	$300.00	
Rating: 2.0												
	14	TH	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/04-10/04	1	1	1	$300.00	
Rating: 2.0												
	15	F	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/05-10/05	1	1	1	$300.00	
Rating: 2.0												
	16	M	12P-1P	WAVY NEWS10-NN<	:30	$300.00	10/08-10/08	1	1	1	$300.00	
Rating: 2.0												
	17	TU	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	10/02-10/02	1	1	1	$1,500.00	
Rating: 5.8												
	18	W	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	10/03-10/03	1	1	1	$1,500.00	
Rating: 5.8												
	19	TH	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	10/04-10/04	1	1	1	$1,500.00	
Rating: 5.8												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	F	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	10/05-10/05	1	1	1	$1,500.00	
Rating: 5.8												
	21	M	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	10/08-10/08	1	1	1	$1,500.00	
Rating: 5.8												
	22	F	9P-10P	GRIMM-NBC	:30	$2,500.00	10/05-10/05	1	1	1	$2,500.00	
Rating: 4.3												
	23	SU	815P-1130P	NBC SUN-FTBL<	:30	$10,000.00	10/07-10/07	1	1	1	$10,000.00	
Rating: 13.9												
	24	TU	1135P-1235A	TONITE SHW-NBC<	:30	$500.00	10/02-10/02	1	1	1	$500.00	
Rating: 2.4												
	25	W	1135P-1235A	TONITE SHW-NBC<	:30	$500.00	10/03-10/03	1	1	1	$500.00	
Rating: 2.4												
	26	TH	1135P-1235A	TONITE SHW-NBC<	:30	$500.00	10/04-10/04	1	1	1	$500.00	
Rating: 2.4												
	27	F	1135P-1235A	TONITE SHW-NBC<	:30	$500.00	10/05-10/05	1	1	1	$500.00	
Rating: 2.4												
	28	M	1135P-1235A	TONITE SHW-NBC<	:30	$500.00	10/08-10/08	1	1	1	$500.00	
Rating: 2.4												

---REPORT TOTALS---

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Report Totals: 28 / $32,000.00

--SALES MONTHLY TOTALS--

Oct 12: 28 / $32,000.00

Sales Totals: 28 / $32,000.00

Station Totals: 28 / $32,000.00

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

--COMPETITIVE---

Market Totals	$32,000	CATV	0%	WAVY	100%	WGNT	0%	WPXV	0%	WTKR	0%
		WTVZ	0%	WVBT	0%	WVEC	0%				

--COMPETITIVE COMMENTS---

COMPETITIVE WILL FOLLOW

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE