Rep Order# 6823004 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/11/2012 4:26 PM
EC'd Yes **Last Received:** 06/11/2012 12:59 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .AMERICAN CROSSROADS
Product American Crossroads
Estimate# 684
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/684
Flight Dates 06/13/2012 - 06/26/2012
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 40,350
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	1	TH	5A-6A	WAVY NEWS-5A	:30	$350.00	06/14-06/14	1	1	1	$350.00	
	2	TU	5A-6A	WAVY NEWS-5A	:30	$350.00	06/19-06/19	1	1	1	$350.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	$350.00	06/21-06/21	1	1	1	$350.00	
	4	TU	5A-6A	WAVY NEWS-5A	:30	$350.00	06/26-06/26	1	1	1	$350.00	
	5	TH	6A-7A	WAVY NEWS-6A	:30	$1,000.00	06/14-06/14	1	1	1	$1,000.00	
	6	M	6A-7A	WAVY NEWS-6A	:30	$1,000.00	06/18-06/18	1	1	1	$1,000.00	
	7	W	6A-7A	WAVY NEWS-6A	:30	$1,000.00	06/20-06/20	1	1	1	$1,000.00	
	8	F	6A-7A	WAVY NEWS-6A	:30	$1,000.00	06/22-06/22	1	1	1	$1,000.00	
	9	TU	6A-7A	WAVY NEWS-6A	:30	$1,000.00	06/26-06/26	1	1	1	$1,000.00	
	10	W	7A-9A	TODAY SHW	:30	$1,000.00	06/13-06/13	1	1	1	$1,000.00	
	11	F	7A-9A	TODAY SHW	:30	$1,000.00	06/15-06/15	1	1	1	$1,000.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	12	M	7A-9A	TODAY SHW	:30	$1,000.00	06/18-06/18	1	1	1	$1,000.00	
	13	W	7A-9A	TODAY SHW	:30	$1,000.00	06/20-06/20	1	1	1	$1,000.00	
	14	F	7A-9A	TODAY SHW	:30	$1,000.00	06/22-06/22	1	1	1	$1,000.00	
	15	M	7A-9A	TODAY SHW	:30	$1,000.00	06/25-06/25	1	1	1	$1,000.00	
	16	W	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/13-06/13	1	1	1	$300.00	
	17	TH	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/14-06/14	1	1	1	$300.00	
	18	F	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/15-06/15	1	1	1	$300.00	
	19	M	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/18-06/18	1	1	1	$300.00	
	20	TU	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/19-06/19	1	1	1	$300.00	
	21	W	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/20-06/20	1	1	1	$300.00	
	22	TH	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/21-06/21	1	1	1	$300.00	
	23	F	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/22-06/22	1	1	1	$300.00	
	24	M	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/25-06/25	1	1	1	$300.00	
	25	TU	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/26-06/26	1	1	1	$300.00	
	26	W	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/13-06/13	1	1	1	$200.00	
	27	TH	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/14-06/14	1	1	1	$200.00	
	28	F	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/15-06/15	1	1	1	$200.00	

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Salesperson ( ) ANJIE BRADY

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	M	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/18-06/18	1	1	1	$200.00	
	30	TU	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/19-06/19	1	1	1	$200.00	
	31	W	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/20-06/20	1	1	1	$200.00	
	32	TH	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/21-06/21	1	1	1	$200.00	
	33	F	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/22-06/22	1	1	1	$200.00	
	34	M	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/25-06/25	1	1	1	$200.00	
	35	TU	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/26-06/26	1	1	1	$200.00	
	36	W	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/13-06/13	1	1	1	$150.00	
	37	F	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/15-06/15	1	1	1	$150.00	
	38	TU	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/19-06/19	1	1	1	$150.00	
	39	TH	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/21-06/21	1	1	1	$150.00	
	40	M	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/25-06/25	1	1	1	$150.00	
	41	W	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/13-06/13	1	1	1	$200.00	
	42	TH	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/14-06/14	1	1	1	$200.00	
	43	F	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/15-06/15	1	1	1	$200.00	
	44	M	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/18-06/18	1	1	1	$200.00	

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Salesperson FAX# 215-567-5938

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	45	TU	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/19-06/19	1	1	1	$200.00	
	46	W	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/20-06/20	1	1	1	$200.00	
	47	TH	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/21-06/21	1	1	1	$200.00	
	48	F	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/22-06/22	1	1	1	$200.00	
	49	M	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/25-06/25	1	1	1	$200.00	
	50	TU	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/26-06/26	1	1	1	$200.00	
	51	W	4P-5P	ANDERSON	:30	$200.00	06/13-06/13	1	1	1	$200.00	
	52	TH	4P-5P	ANDERSON	:30	$200.00	06/14-06/14	1	1	1	$200.00	
	53	F	4P-5P	ANDERSON	:30	$200.00	06/15-06/15	1	1	1	$200.00	
	54	M	4P-5P	ANDERSON	:30	$200.00	06/18-06/18	1	1	1	$200.00	
	55	TU	4P-5P	ANDERSON	:30	$200.00	06/19-06/19	1	1	1	$200.00	
	56	W	4P-5P	ANDERSON	:30	$200.00	06/20-06/20	1	1	1	$200.00	
	57	TH	4P-5P	ANDERSON	:30	$200.00	06/21-06/21	1	1	1	$200.00	
	58	F	4P-5P	ANDERSON	:30	$200.00	06/22-06/22	1	1	1	$200.00	
	59	M	4P-5P	ANDERSON	:30	$200.00	06/25-06/25	1	1	1	$200.00	
	60	TU	4P-5P	ANDERSON	:30	$200.00	06/26-06/26	1	1	1	$200.00	
	61	M	530P-6P	WAVY10NWS-5.30	:30	$800.00	06/18-06/18	1	1	1	$800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	62	W	530P-6P	WAVY10NWS-5.30	:30	$800.00	06/20-06/20	1	1	1	$800.00	
	63	F	530P-6P	WAVY10NWS-5.30	:30	$800.00	06/22-06/22	1	1	1	$800.00	
	64	TU	530P-6P	WAVY10NWS-5.30	:30	$800.00	06/26-06/26	1	1	1	$800.00	
	65	TH	6P-630P	WAVY NEWS10-6	:30	$1,000.00	06/14-06/14	1	1	1	$1,000.00	
	66	TU	6P-630P	WAVY NEWS10-6	:30	$1,000.00	06/19-06/19	1	1	1	$1,000.00	
	67	TH	6P-630P	WAVY NEWS10-6	:30	$1,000.00	06/21-06/21	1	1	1	$1,000.00	
	68	M	6P-630P	WAVY NEWS10-6	:30	$1,000.00	06/25-06/25	1	1	1	$1,000.00	
	69	W	7P-730P	ENT TONIGHT 30	:30	$650.00	06/13-06/13	1	1	1	$650.00	
	70	TH	7P-730P	ENT TONIGHT 30	:30	$650.00	06/14-06/14	1	1	1	$650.00	
	71	F	7P-730P	ENT TONIGHT 30	:30	$650.00	06/15-06/15	1	1	1	$650.00	
	72	M	7P-730P	ENT TONIGHT 30	:30	$650.00	06/18-06/18	1	1	1	$650.00	
	73	TU	7P-730P	ENT TONIGHT 30	:30	$650.00	06/19-06/19	1	1	1	$650.00	
	74	W	7P-730P	ENT TONIGHT 30	:30	$650.00	06/20-06/20	1	1	1	$650.00	
	75	TH	7P-730P	ENT TONIGHT 30	:30	$650.00	06/21-06/21	1	1	1	$650.00	
	76	F	7P-730P	ENT TONIGHT 30	:30	$650.00	06/22-06/22	1	1	1	$650.00	
	77	M	7P-730P	ENT TONIGHT 30	:30	$650.00	06/25-06/25	1	1	1	$650.00	

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	78	TU	7P-730P	ENT TONIGHT 30	:30	$650.00	06/26-06/26	1	1	1	$650.00	
	79	W	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/13-06/13	1	1	1	$650.00	
	80	F	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/15-06/15	1	1	1	$650.00	
	81	TU	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/19-06/19	1	1	1	$650.00	
	82	TH	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/21-06/21	1	1	1	$650.00	
	83	M	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/25-06/25	1	1	1	$650.00	
	84	TH	1135P-1235A	TONITE SHW-NBC	:30	$250.00	06/14-06/14	1	1	1	$250.00	
	85	M	1135P-1235A	TONITE SHW-NBC	:30	$250.00	06/18-06/18	1	1	1	$250.00	
	86	W	1135P-1235A	TONITE SHW-NBC	:30	$250.00	06/20-06/20	1	1	1	$250.00	
	87	F	1135P-1235A	TONITE SHW-NBC	:30	$250.00	06/22-06/22	1	1	1	$250.00	
	88	TU	1135P-1235A	TONITE SHW-NBC	:30	$250.00	06/26-06/26	1	1	1	$250.00	

--REPORT TOTALS---

Report Totals: 88 / $40,350.00

--SALES MONTHLY TOTALS--

Jun 12: 70 / $32,050.00 Jul 12: 18 / $8,300.00

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Sales Totals: 88 / $40,350.00
Station Totals: 88 / $40,350.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$106,184	CATV	0%	WAVY	38%	WGNT	0%	WPXV	0%	WTKR	32%
		WTVZ	2%	WVBT	7%	WVEC	21%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE