Rep Order# 6823004 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 06/12/2012 3:39 PM
EC'd Yes **Last Received:** 06/12/2012 3:06 PM
Showing Buylines: All Rep & Sta Revised 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 --

VER 3 ISSUED TO REVISE RATES TO CLEAR LN'S 1-4, 6-12, 14-15,
51, 54, 56-57, 59-60 & 65-68; CXL SPOTS N/A LN'S 5, 13,
52-53, 55 & 58; CXL SPOTS PER AGY/CLIENT REQUEST LN'S 17,
20, 22, 28, 31, 34, 42, 44, 46, 48, 69, 72, 76 & 82
CONTRACT TOTAL REMAINS $40,350
PLS CONFIRM ASAP
THANKS ANJIE FOR 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	$500.00	06/14-06/14	1	1	1	$500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*2	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	06/19-06/19	1	1	1	$500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*3	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	06/21-06/21	1	1	1	$500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*4	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	06/26-06/26	1	1	1	$500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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	*5	TH	6A-7A	WAVY NEWS-6A	:30	$1,000.00	06/14-06/14	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*6	M	6A-7A	WAVY NEWS-6A	:30	$1,500.00	06/18-06/18	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*7	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	06/20-06/20	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*8	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	06/22-06/22	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*9	TU	6A-7A	WAVY NEWS-6A	:30	$1,500.00	06/26-06/26	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*10	W	7A-9A	TODAY SHW	:30	$1,500.00	06/13-06/13	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*11	F	7A-9A	TODAY SHW	:30	$1,500.00	06/15-06/15	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*12	M	7A-9A	TODAY SHW	:30	$1,500.00	06/18-06/18	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*13	W	7A-9A	TODAY SHW	:30	$1,000.00	06/20-06/20	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*14	F	7A-9A	TODAY SHW	:30	$1,500.00	06/22-06/22	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*15	M	7A-9A	TODAY SHW	:30	$1,500.00	06/25-06/25	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*17	TH	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/14-06/14	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*20	TU	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/19-06/19	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*22	TH	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/21-06/21	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*28	F	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/15-06/15	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*31	W	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/20-06/20	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*34	M	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/25-06/25	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*42	TH	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/14-06/14	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*44	M	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/18-06/18	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*46	W	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/20-06/20	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*48	F	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/22-06/22	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*51	W	4P-5P	ANDERSON	:30	$300.00	06/13-06/13	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*52	TH	4P-5P	ANDERSON	:30	$200.00	06/14-06/14	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*53	F	4P-5P	ANDERSON	:30	$200.00	06/15-06/15	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*54	M	4P-5P	ANDERSON	:30	$300.00	06/18-06/18	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*55	TU	4P-5P	ANDERSON	:30	$200.00	06/19-06/19	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*56	W	4P-5P	ANDERSON	:30	$300.00	06/20-06/20	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*57	TH	4P-5P	ANDERSON	:30	$300.00	06/21-06/21	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*58	F	4P-5P	ANDERSON	:30	$200.00	06/22-06/22	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*59	M	4P-5P	ANDERSON	:30	$300.00	06/25-06/25	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*60	TU	4P-5P	ANDERSON	:30	$300.00	06/26-06/26	1	1	1	$300.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*65	TH	6P-630P	WAVY NEWS10-6	:30	$1,500.00	06/14-06/14	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*66	TU	6P-630P	WAVY NEWS10-6	:30	$1,500.00	06/19-06/19	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*67	TH	6P-630P	WAVY NEWS10-6	:30	$1,500.00	06/21-06/21	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
		V3 More than 2 codes changed										
	*68	M	6P-630P	WAVY NEWS10-6	:30	$1,500.00	06/25-06/25	1	1	1	$1,500.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V3 REVISE RATE TO CLEAR										
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	*69	W	7P-730P	ENT TONIGHT 30	:30	$650.00	06/13-06/13	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*72	M	7P-730P	ENT TONIGHT 30	:30	$650.00	06/18-06/18	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*76	F	7P-730P	ENT TONIGHT 30	:30	$650.00	06/22-06/22	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*82	TH	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/21-06/21	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

---REPORT TOTALS---

Report Totals: 23 / $23,300.00

---SALES MONTHLY TOTALS---

Jun 12: 51 / $30,400.00 Jul 12: 17 / $9,950.00

Sales Totals: 68 / $40,350.00

Station Totals: 68 / $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%				

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--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE