Rep Order# 6823004 **Ver#** 5 **Status** Revised **Traffic Order#**
EC'd Yes

Printed: 07/09/2012 8:57 AM
Last Received: 07/07/2012 4:23 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 5 ISSUED TO CREDIT SPOT MSD LN 68
REVISED CONTRACT TOTAL IS $38,850
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA
.
PLS HOLD CREDIT IN-HOUSE UFN

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*68	M	6P-630P	WAVY NEWS10-6	:30	$1,500.00	06/25-06/25	0	0	0	$0.00	

Buyline Comment: CXL SPOT MSD DUE SPCL RPRT...$1500 CREDIT
Sales Remark: V5 CXL SPOT MSD DUE SPCL RPRT
V5 More than 2 codes changed

--REPORT TOTALS---

Report Totals: 0 / $0.00

--SALES MONTHLY TOTALS--

Jun 12: 51 / $30,400.00 Jul 12: 16 / $8,450.00
Sales Totals: 67 / $38,850.00
Station Totals: 67 / $38,850.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$102,237	CATV	0%	WAVY	38%	WGNT	0%	WPXV	0%	WTKR	32%
		WTVZ	2%	WVBT	7%	WVEC	21%				

--COMPETITIVE COMMENTS---

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COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE