Rep Order# 6834558 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/19/2012 2:36 PM
EC'd Yes **Last Received:** 07/19/2012 11:46 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .AMERICAN CROSSROADS
Product American Crossroads
Estimate# 828
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/828
Flight Dates 07/20/2012 - 07/30/2012
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 52,150
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	WAVY NEWS-5A	:30	$500.00	07/20-07/20	1	1	1	$500.00	
	2	M	5A-6A	WAVY NEWS-5A	:30	$500.00	07/23-07/23	1	1	1	$500.00	
	3	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	07/24-07/24	1	1	1	$500.00	
	4	W	5A-6A	WAVY NEWS-5A	:30	$500.00	07/25-07/25	1	1	1	$500.00	
	5	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	07/26-07/26	1	1	1	$500.00	
	6	F	5A-6A	WAVY NEWS-5A	:30	$500.00	07/27-07/27	1	1	1	$500.00	
	7	M	5A-6A	WAVY NEWS-5A	:30	$500.00	07/30-07/30	1	1	1	$500.00	
	8	F	7A-9A	TODAY SHW	:30	$1,500.00	07/20-07/20	1	1	1	$1,500.00	
	9	M	7A-9A	TODAY SHW	:30	$1,500.00	07/23-07/23	1	1	1	$1,500.00	
	10	TU	7A-9A	TODAY SHW	:30	$1,500.00	07/24-07/24	1	1	1	$1,500.00	
	11	W	7A-9A	TODAY SHW	:30	$1,500.00	07/25-07/25	1	1	1	$1,500.00	

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	12	TH	7A-9A	TODAY SHW	:30	$1,500.00	07/26-07/26	1	1	1	$1,500.00	
	13	F	7A-9A	TODAY SHW	:30	$1,500.00	07/27-07/27	1	1	1	$1,500.00	
	14	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	07/21-07/21	1	1	1	$500.00	
	15	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	07/22-07/22	1	1	1	$500.00	
	16	SU	8A-9A	SUN TODAY-NBC	:30	$800.00	07/22-07/22	1	1	1	$800.00	
	17	F	4P-5P	ANDERSON<	:30	$275.00	07/20-07/20	1	1	1	$275.00	
	18	M	4P-5P	ANDERSON<	:30	$275.00	07/23-07/23	1	1	1	$275.00	
	19	TU	4P-5P	ANDERSON<	:30	$275.00	07/24-07/24	1	1	1	$275.00	
	20	W	4P-5P	ANDERSON<	:30	$275.00	07/25-07/25	1	1	1	$275.00	
	21	TH	4P-5P	ANDERSON<	:30	$275.00	07/26-07/26	1	1	1	$275.00	
	22	F	4P-5P	ANDERSON<	:30	$275.00	07/27-07/27	1	1	1	$275.00	
	23	F	530P-6P	WAVY10NWS-5.30<	:30	$1,000.00	07/20-07/20	1	1	1	$1,000.00	
	24	M	530P-6P	WAVY10NWS-5.30<	:30	$1,000.00	07/23-07/23	1	1	1	$1,000.00	
	25	TU	530P-6P	WAVY10NWS-5.30<	:30	$1,000.00	07/24-07/24	1	1	1	$1,000.00	
	26	W	530P-6P	WAVY10NWS-5.30<	:30	$1,000.00	07/25-07/25	1	1	1	$1,000.00	
	27	TH	530P-6P	WAVY10NWS-5.30<	:30	$1,000.00	07/26-07/26	1	1	1	$1,000.00	
	28	F	530P-6P	WAVY10NWS-5.30<	:30	$1,000.00	07/27-07/27	1	1	1	$1,000.00	

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Salesperson FAX# 215-567-5938

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	29	M	530P-6P	WAVY10NWS-5.30<	:30	$1,000.00	07/30-07/30	1	1	1	$1,000.00	
	30	F	6P-630P	WAVY NEWS10-6<	:30	$1,400.00	07/20-07/20	1	1	1	$1,400.00	
	31	M	6P-630P	WAVY NEWS10-6<	:30	$1,400.00	07/23-07/23	1	1	1	$1,400.00	
	32	TU	6P-630P	WAVY NEWS10-6<	:30	$1,400.00	07/24-07/24	1	1	1	$1,400.00	
	33	W	6P-630P	WAVY NEWS10-6<	:30	$1,400.00	07/25-07/25	1	1	1	$1,400.00	
	34	TH	6P-630P	WAVY NEWS10-6<	:30	$1,400.00	07/26-07/26	1	1	1	$1,400.00	
	35	F	6P-630P	WAVY NEWS10-6<	:30	$1,400.00	07/27-07/27	1	1	1	$1,400.00	
	36	M	6P-630P	WAVY NEWS10-6<	:30	$1,400.00	07/30-07/30	1	1	1	$1,400.00	
	37	F	11P-1135P	WAVY NEWS10-11	:30	$1,500.00	07/20-07/20	1	1	1	$1,500.00	
	38	M	11P-1135P	WAVY NEWS10-11	:30	$1,500.00	07/23-07/23	1	1	1	$1,500.00	
	39	TU	11P-1135P	WAVY NEWS10-11	:30	$1,500.00	07/24-07/24	1	1	1	$1,500.00	
	40	W	11P-1135P	WAVY NEWS10-11	:30	$1,500.00	07/25-07/25	1	1	1	$1,500.00	
	41	TH	11P-1135P	WAVY NEWS10-11	:30	$1,500.00	07/26-07/26	1	1	1	$1,500.00	
	42	F	11P-1135P	WAVY NEWS10-11	:30	$1,500.00	07/27-07/27	1	1	1	$1,500.00	
	43	F	1135P-1235A	TONITE SHW-NBC<	:30	$400.00	07/20-07/20	1	1	1	$400.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	44	M	1135P-1235A	TONITE SHW-NBC<	:30	$400.00	07/23-07/23	1	1	1	$400.00	
	45	TU	1135P-1235A	TONITE SHW-NBC<	:30	$400.00	07/24-07/24	1	1	1	$400.00	
	46	W	1135P-1235A	TONITE SHW-NBC<	:30	$400.00	07/25-07/25	1	1	1	$400.00	
	47	TH	1135P-1235A	TONITE SHW-NBC<	:30	$400.00	07/26-07/26	1	1	1	$400.00	
	48	F	1135P-1235A	TONITE SHW-NBC<	:30	$400.00	07/27-07/27	1	1	1	$400.00	
	49	M	8P-11P	OLYMPIC PRIME	:30	$5,000.00	07/30-07/30	1	1	1	$5,000.00	
	50	SU	12A-1230A	LATE NEWS OLYMP	:30	$1,500.00	07/29-07/29	1	1	1	$1,500.00	
	51	M	12A-1230A	LATE NEWS OLYMP	:30	$1,500.00	07/30-07/30	1	1	1	$1,500.00	

---REPORT TOTALS---

Report Totals: 51 / $52,150.00

---SALES MONTHLY TOTALS---

Jul 12: 46 / $42,750.00 Aug 12: 5 / $9,400.00

Sales Totals: 51 / $52,150.00

Station Totals: 51 / $52,150.00

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

---COMPETITIVE---

Market Totals	$140,946	CATV	0%	WAVY	37%	WGNT	0%	WPXV	0%	WTKR	27%		
		WTVZ	0%	WVBT	13%	WVEC	23%						

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--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE