Rep Order# 6834558 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 07/25/2012 11:49 AM
EC'd Yes **Last Received:** 07/25/2012 10:11 AM
Showing Buylines: All Rep & Sta Revised 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 --

VER 3 ISSUED TO REVISE TP LN'S 42 & 49;
CXL SPOT N/A LN 48 W/MKGD ADDED ON LN 52
CONTRACT TOTAL REMAINS $52,150
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*42	F	12A-1230A	2012 OLYMPICS LATE NEWS	:30	$1,500.00	07/27-07/27	1	1	1	$1,500.00	
		Buyline Comment: REVISE TIME PD										
		Sales Remark: V3 REVISE TIME PD										
		V3 More than 2 codes changed										
	*48	F	1135P-1235A	TONITE SHW-NBC<	:30	$400.00	07/27-07/27	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										
	*49	M	8P-12A	OLYMPIC PRIME	:30	$5,000.00	07/30-07/30	1	1	1	$5,000.00	
		Buyline Comment: REVISE TIME PD										
		Sales Remark: V3 REVISE TIME PD										
		V3 More than 2 codes changed										
	*52	M-TH	1235A-135A	JIMMY FALLON	:30	$100.00	07/23-07/26	4	1	4	$400.00	
		Buyline Comment: MKGD FROM LN 48										
		Sales Remark: V3 MKGD FROM LN 48										
		V3 Added										

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--REPORT TOTALS---

Report Totals: 6 / $6,900.00

--SALES MONTHLY TOTALS--

Jul 12: 49 / $42,750.00 Aug 12: 5 / $9,400.00

Sales Totals: 54 / $52,150.00

Station Totals: 54 / $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%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE