Rep Order# 6831576 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/05/2012 4:59 PM
EC'd Yes **Last Received:** 07/05/2012 4:52 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .AM.FOR PROSPERITY
Product AMER 4 PROSPERITY
Estimate# 442
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency ( ) MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //442
Flight Dates 07/07/2012 - 07/13/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

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

-- CONTRACT COMMENT --

CLIENT: AMERICANS FOR PROSPERITY SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS $16,225
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	SA	7A-8A		:30	$400.00	07/07-07/07	1	1	1	$400.00	
			Buyline Comment: SATURDAY AM NEWS									
	2	SA	11P-1130P		:30	$800.00	07/07-07/07	1	1	1	$800.00	
			Buyline Comment: SATURDAY LATE NEWS									
	3	SU	7A-8A		:30	$250.00	07/08-07/08	1	1	1	$250.00	
			Buyline Comment: SUNDAY AM NEWS									
	4	M-F	6A-7A		:30	$1,000.00	07/09-07/13	3	1	3	$3,000.00	
			Buyline Comment: AM NEWS									
	5	M-F	7A-9A		:30	$1,000.00	07/09-07/13	4	1	4	$4,000.00	
			Buyline Comment: TODAY SHOW									
	6	M-F	10A-11A		:30	$275.00	07/09-07/13	2	1	2	$550.00	
			Buyline Comment: TODAY SHOW 3									
	7	M-F	12P-1P		:30	$175.00	07/09-07/13	3	1	3	$525.00	
			Buyline Comment: NOON NEWS									
	8	M-F	6P-630P		:30	$1,000.00	07/09-07/13	4	1	4	$4,000.00	
			Buyline Comment: 6PM NEWS									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M-F	730P-8P		:30	$900.00	07/09-07/13	2	1	2	$1,800.00	
		Buyline Comment: THE INSIDER										
	10	F	9P-11P		:30	$900.00	07/13-07/13	1	1	1	$900.00	
		Buyline Comment: DATELINE										

---REPORT TOTALS---

Report Totals: 22 / $16,225.00

---SALES MONTHLY TOTALS---

Jul 12: 22 / $16,225.00

Sales Totals: 22 / $16,225.00

Station Totals: 22 / $16,225.00

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

---COMPETITIVE---

Market Totals	$40,563	CATV	0%	WAVY	40%	WGNT	0%	WPXV	0%	WTKR	25%
		WTVZ	0%	WVBT	6%	WVEC	29%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE