Rep Order# 6871050 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 11/13/2012 2:37 PM
EC'd Yes **Last Received:** 11/13/2012 11:35 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) API
Product A.P.I. TARGET
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 11/26/2012 - 12/02/2012
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 ISSUE ORDER
CONTRACT TOTAL IS $13,800
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	M-F	6A-7A		:30	$800.00	11/26-11/30	2	1	2	$1,600.00	
		Buyline Comment: AM NEWS										
	2	M-F	7A-9A		:30	$800.00	11/26-11/30	2	1	2	$1,600.00	
		Buyline Comment: TODAY SHOW										
	3	M-F	12P-1P		:30	$300.00	11/26-11/30	1	1	1	$300.00	
		Buyline Comment: NOON NEWS										
	4	M-F	5P-530P		:30	$700.00	11/26-11/30	1	1	1	$700.00	
		Buyline Comment: 5PM NEWS										
	5	M-F	530P-6P		:30	$700.00	11/26-11/30	2	1	2	$1,400.00	
		Buyline Comment: 530PM NEWS										
	6	M-F	6P-630P		:30	$800.00	11/26-11/30	3	1	3	$2,400.00	
		Buyline Comment: 6PM NEWS										
	7	M-F	630P-7P		:30	$2,500.00	11/26-11/30	1	1	1	$2,500.00	
		Buyline Comment: NBC NIGHTLY NEWS										
	8	M-F	11P-1135P		:30	$1,000.00	11/26-11/30	2	1	2	$2,000.00	
		Buyline Comment: LATE NEWS										

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---	---	---	---	---	---	---	---	---	---	---	---	---
	9	SA	7A-8A		:30	$500.00	12/01-12/01	1	1	1	$500.00	
			Buyline Comment: SATURDAY AM NEWS									
	10	SU	9A-10A		:30	$800.00	12/02-12/02	1	1	1	$800.00	
			Buyline Comment: MEET THE PRESS									

---REPORT TOTALS---

Report Totals: 16 / $13,800.00

---SALES MONTHLY TOTALS---

Dec 12: 16 / $13,800.00

Sales Totals: 16 / $13,800.00

Station Totals: 16 / $13,800.00

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

---COMPETITIVE---

Market Totals	$38,333	CATV	0%	WAVY	36%	WGNT	0%	WPXV	0%	WTKR	23%		
		WTVZ	0%	WVBT	12%	WVEC	29%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE