Rep Order# 6816917 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/18/2012 3:21 PM
EC'd Yes **Last Received:** 05/18/2012 1:11 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product CROSSROADS GPS-B
Estimate# 595
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/595
Flight Dates 05/30/2012 - 06/05/2012
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 5,600
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	5A-6A	WAVY NEWS-5A	:30	$350.00	05/31-05/31	1	1	1	$350.00	
Rating: 4.5												
	2	M	5A-6A	WAVY NEWS-5A	:30	$350.00	06/04-06/04	1	1	1	$350.00	
Rating: 4.5												
	3	W	12P-1P	WAVY NEWS10-NN	:30	$150.00	05/30-05/30	1	1	1	$150.00	
Rating: 2.1												
	4	F	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/01-06/01	1	1	1	$150.00	
Rating: 2.1												
	5	TU	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/05-06/05	1	1	1	$150.00	
Rating: 2.1												
	6	TH	6P-630P	WAVY NEWS10-6	:30	$1,000.00	05/31-05/31	1	1	1	$1,000.00	
Rating: 7.7												
	7	M	6P-630P	WAVY NEWS10-6	:30	$1,000.00	06/04-06/04	1	1	1	$1,000.00	
Rating: 7.7												
	8	W	11P-1135P	WAVY NEWS10-11	:30	$650.00	05/30-05/30	1	1	1	$650.00	
Rating: 5.2												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	F	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/01-06/01	1	1	1	$650.00	
Rating: 5.2												
	10	TU	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/05-06/05	1	1	1	$650.00	
Rating: 5.2												
	11	TH	1135P-1235A	TONITE SHW-NBC	:30	$250.00	05/31-05/31	1	1	1	$250.00	
Rating: 3.1												
	12	M	1135P-1235A	TONITE SHW-NBC	:30	$250.00	06/04-06/04	1	1	1	$250.00	
Rating: 3.1												

---REPORT TOTALS---

Report Totals: 12 / $5,600.00

---SALES MONTHLY TOTALS---

Jun 12: 12 / $5,600.00

Sales Totals: 12 / $5,600.00

Station Totals: 12 / $5,600.00

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

---COMPETITIVE---

Market Totals	$20,000	CATV	0%	WAVY	28%	WGNT	0%	WPXV	0%	WTKR	25%		
		WTVZ	9%	WVBT	4%	WVEC	34%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE