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# 596
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/596
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=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	5A-6A	WAVY NEWS-5A	:60	$700.00	05/31-05/31	1	1	1	$700.00	
Rating: 4.5												
	2	M	5A-6A	WAVY NEWS-5A	:60	$700.00	06/04-06/04	1	1	1	$700.00	
Rating: 4.5												
	3	W	5P-530P	WAVY NEWS10-5	:60	$1,400.00	05/30-05/30	1	1	1	$1,400.00	
Rating: 5.3												
	4	F	5P-530P	WAVY NEWS10-5	:60	$1,400.00	06/01-06/01	1	1	1	$1,400.00	
Rating: 5.3												
	5	TU	5P-530P	WAVY NEWS10-5	:60	$1,400.00	06/05-06/05	1	1	1	$1,400.00	
Rating: 5.3												

--REPORT TOTALS---

Report Totals: 5 / $5,600.00

--SALES MONTHLY TOTALS--

Jun 12: 5 / $5,600.00

Sales Totals: 5 / $5,600.00

Station Totals: 5 / $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%						

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--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE