Rep Order# 6816918 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 06/16/2012 11:57 AM
EC'd Yes **Last Received:** 06/15/2012 9:00 PM
Showing Buylines: All Rep & Sta Revised 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=*

-- REMARKS --

VER 3 ISSUED TO CXL SPOT MSD LN 4 W/MKGD LN 6
CONTRACT TOTAL REMAINS $5600
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	F	5P-530P	WAVY NEWS10-5	:60	$1,400.00	06/01-06/01	0	0	0	$0.00	

Rating: 5.3
Buyline Comment: CXL SPOT MSD DUE SEVERE WX COVERAGE
Sales Remark: V3 CXL SPOT MSD DUE SEVERE WX COVERAGE
V3 More than 2 codes changed

	*6	TU	5P-530P	WAVY NEWS10-5	:60	$1,400.00	06/05-06/05	1	1	1	$1,400.00	

Rating: 5.3
Buyline Comment: MKGD FROM LN 4
Sales Remark: V3 MKGD FROM LN 4
V3 Added

--REPORT TOTALS---

Report Totals: 1 / $1,400.00

--SALES MONTHLY TOTALS--

Jun 12: 5 / $5,600.00
Sales Totals: 5 / $5,600.00
Station Totals: 5 / $5,600.00

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

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+

-- CREDIT RISK ---

CASH IN ADVANCE