Rep Order# 6817941 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/22/2012 6:15 PM
EC'd Yes **Last Received:** 05/22/2012 4:26 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product CROSSROADS GPS C
Estimate# 646
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/108/646
Flight Dates 06/12/2012 - 06/18/2012
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 16,650
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	$350.00	06/13-06/13	1	1	1	$350.00	
Rating: 4.5												
	2	F	5A-6A	WAVY NEWS-5A	:30	$350.00	06/15-06/15	1	1	1	$350.00	
Rating: 4.5												
	3	TU	7A-9A	TODAY SHW	:30	$1,000.00	06/12-06/12	1	1	1	$1,000.00	
Rating: 6.2												
	4	TH	7A-9A	TODAY SHW	:30	$1,000.00	06/14-06/14	1	1	1	$1,000.00	
Rating: 6.2												
	5	SA	7A-8A	WAVY NWS SAT7A	:30	$400.00	06/16-06/16	1	1	1	$400.00	
Rating: 5.4												
	6	SU	6A-7A	WAVY NWS SUN6A	:30	$250.00	06/17-06/17	1	1	1	$250.00	
Rating: 3.5												
	7	TU	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/12-06/12	1	1	1	$300.00	
Rating: 3.6												
	8	W	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/13-06/13	1	1	1	$300.00	
Rating: 3.6												

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	9	TH	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/14-06/14	1	1	1	$300.00	
Rating: 3.6												
	10	F	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/15-06/15	1	1	1	$300.00	
Rating: 3.6												
	11	M	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/18-06/18	1	1	1	$300.00	
Rating: 3.6												
	12	TU	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/12-06/12	1	1	1	$200.00	
Rating: 2.5												
	13	W	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/13-06/13	1	1	1	$200.00	
Rating: 2.5												
	14	TH	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/14-06/14	1	1	1	$200.00	
Rating: 2.5												
	15	F	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/15-06/15	1	1	1	$200.00	
Rating: 2.5												
	16	M	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/18-06/18	1	1	1	$200.00	
Rating: 2.5												
	17	TU	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/12-06/12	1	1	1	$150.00	
Rating: 2.1												
	18	TH	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/14-06/14	1	1	1	$150.00	
Rating: 2.1												
	19	M	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/18-06/18	1	1	1	$150.00	
Rating: 2.1												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	TU	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/12-06/12	1	1	1	$200.00	
Rating: 1.6												
	21	W	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/13-06/13	1	1	1	$200.00	
Rating: 1.6												
	22	TH	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/14-06/14	1	1	1	$200.00	
Rating: 1.6												
	23	F	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/15-06/15	1	1	1	$200.00	
Rating: 1.6												
	24	M	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/18-06/18	1	1	1	$200.00	
Rating: 1.6												
	25	TU	4P-5P	ANDERSON	:30	$200.00	06/12-06/12	1	1	1	$200.00	
Rating: 1.9												
	26	W	4P-5P	ANDERSON	:30	$200.00	06/13-06/13	1	1	1	$200.00	
Rating: 1.9												
	27	TH	4P-5P	ANDERSON	:30	$200.00	06/14-06/14	1	1	1	$200.00	
Rating: 1.9												
	28	F	4P-5P	ANDERSON	:30	$200.00	06/15-06/15	1	1	1	$200.00	
Rating: 1.9												
	29	M	4P-5P	ANDERSON	:30	$200.00	06/18-06/18	1	1	1	$200.00	
Rating: 1.9												
	30	W	6P-630P	WAVY NEWS10-6	:30	$1,000.00	06/13-06/13	1	1	1	$1,000.00	
Rating: 7.7												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	F	6P-630P	WAVY NEWS10-6	:30	$1,000.00	06/15-06/15	1	1	1	$1,000.00	
Rating: 7.7												
	32	SA	6P-630P	WAVY NW10 SAT1	:30	$350.00	06/16-06/16	1	1	1	$350.00	
Rating: 5.6												
	33	SU	6P-7P	WAVY NW10 SUN1	:30	$300.00	06/17-06/17	1	1	1	$300.00	
Rating: 5.2												
	34	TU	7P-730P	ENT TONIGHT 30	:30	$650.00	06/12-06/12	1	1	1	$650.00	
Rating: 5.9												
	35	W	7P-730P	ENT TONIGHT 30	:30	$650.00	06/13-06/13	1	1	1	$650.00	
Rating: 5.9												
	36	TH	7P-730P	ENT TONIGHT 30	:30	$650.00	06/14-06/14	1	1	1	$650.00	
Rating: 5.9												
	37	F	7P-730P	ENT TONIGHT 30	:30	$650.00	06/15-06/15	1	1	1	$650.00	
Rating: 5.9												
	38	M	7P-730P	ENT TONIGHT 30	:30	$650.00	06/18-06/18	1	1	1	$650.00	
Rating: 5.9												
	39	TU	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/12-06/12	1	1	1	$650.00	
Rating: 5.2												
	40	TH	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/14-06/14	1	1	1	$650.00	
Rating: 5.2												
	41	M	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/18-06/18	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
	42	W	1135P-1235A	TONITE SHW-NBC	:30	$250.00	06/13-06/13	1	1	1	$250.00	
Rating: 3.1												
	43	F	1135P-1235A	TONITE SHW-NBC	:30	$250.00	06/15-06/15	1	1	1	$250.00	
Rating: 3.1												

--REPORT TOTALS---

Report Totals: 43 / $16,650.00

--SALES MONTHLY TOTALS--

Jun 12: 43 / $16,650.00

Sales Totals: 43 / $16,650.00

Station Totals: 43 / $16,650.00

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

--COMPETITIVE---

Market Totals	$45,000	CATV	0%	WAVY	35%	WGNT	0%	WPXV	0%	WTKR	28%		
		WTVZ	2%	WVBT	9%	WVEC	26%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE