Rep Order# 6817941 **Ver#** 5 **Status** Revised **Traffic Order#** **Printed:** 06/21/2012 2:01 PM
EC'd Yes **Last Received:** 06/19/2012 9:14 AM
Showing Buylines: All Rep & Sta Revised 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 --

VER 5 ISSUED TO CXL SPOTS N/A LN'S 27-28
& 32-33 W/MKGD'S ADDED LN'S 45-48 PER V2
CONTRACT TOTAL REMAINS $16,850
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*27	TH	4P-5P	ANDERSON	:30	$200.00	06/14-06/14	0	0	0	$0.00	
Rating: 1.9												
				Buyline Comment: CXL DUE N/A DUE PRGM CHANGE								
				Sales Remark: V5 CXL DUE N/A DUE PRGM CHANGE								
				V5 More than 2 codes changed								
	*28	F	4P-5P	ANDERSON	:30	$200.00	06/15-06/15	0	0	0	$0.00	
Rating: 1.9												
				Buyline Comment: CXL DUE N/A DUE PRGM CHANGE								
				Sales Remark: V5 CXL DUE N/A DUE PRGM CHANGE								
				V5 More than 2 codes changed								
	*32	SA	6P-630P	WAVY NW10 SAT1	:30	$350.00	06/16-06/16	0	0	0	$0.00	
Rating: 5.6												
				Buyline Comment: CXL DUE N/A DUE PRGM CHANGE								
				Sales Remark: V5 CXL DUE N/A DUE PRGM CHANGE								
				V5 More than 2 codes changed								
	*33	SU	6P-7P	WAVY NW10 SUN1	:30	$300.00	06/17-06/17	0	0	0	$0.00	
Rating: 5.2												
				Buyline Comment: CXL DUE N/A DUE PRGM CHANGE								
				Sales Remark: V5 CXL DUE N/A DUE PRGM CHANGE								
				V5 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*45	TH	3P-5P	2012 US OPEN CHAMPIONSHIP	:30	$200.00	06/14-06/14	1	1	1	$200.00	
				Buyline Comment: MKGD FROM LN 27								
				Sales Remark: V5 MKGD FROM LN 27								
				V5 Added								
	*46	F	3P-5P	2012 US OPEN CHAMPIONSHIP	:30	$200.00	06/15-06/15	1	1	1	$200.00	
				Buyline Comment: MKGD FROM LN 28								
				Sales Remark: V5 MKGD FROM LN 28								
				V5 Added								
	*47	SA	4P-1030P	2012 US OPEN CHAMPIONSHIP	:30	$350.00	06/16-06/16	1	1	1	$350.00	
				Buyline Comment: MKGD FROM LN 32								
				Sales Remark: V5 MKGD FROM LN 32								
				V5 Added								
	*48	SU	4P-1030P	2012 US OPEN CHAMPIONSHIP	:30	$300.00	06/17-06/17	1	1	1	$300.00	
				Buyline Comment: MKGD FROM LN 33								
				Sales Remark: V5 MKGD FROM LN 33								
				V5 Added								

--REPORT TOTALS---

Report Totals: 4 / $1,050.00

--SALES MONTHLY TOTALS--

Jun 12: 44 / $16,850.00

Sales Totals: 44 / $16,850.00

Station Totals: 44 / $16,850.00

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%						

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--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE