Rep Order# 6817940 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 06/01/2012 8:47 AM
EC'd Yes **Last Received:** 05/31/2012 4:03 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product CROSSROADS GPS C
Estimate# 645
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/108/645
Flight Dates 06/05/2012 - 06/11/2012
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 SPOTS 6/5 PER AGY/CLIENT
REQUEST DUE NO SPOT W/MKGD'S ADDED LN'S 44-51
CONTRACT TOTAL REMAINS $16,650
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGEL

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*3	TU	7A-9A	TODAY SHW	:30	$1,000.00	06/05-06/05	0	0	0	$0.00	

Rating: 6.2

Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE NO SPOT
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE NO SPOT
V3 More than 2 codes changed

	*7	TU	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/05-06/05	0	0	0	$0.00	

Rating: 3.6

Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE NO COPY
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE NO COPY
V3 More than 2 codes changed

	*12	TU	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/05-06/05	0	0	0	$0.00	

Rating: 2.5

Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE NO SPOT
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE NO SPOT
V3 More than 2 codes changed

	*17	TU	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/05-06/05	0	0	0	$0.00	

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	06/05-06/05	0	0	0	$0.00	

Rating: 1.6

Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE NO SPOT
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE NO SPOT
V3 More than 2 codes changed

	*25	TU	4P-5P	ANDERSON	:30	$200.00	06/05-06/05	0	0	0	$0.00	

Rating: 1.9

Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE NO SPOT
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE NO SPOT
V3 More than 2 codes changed

	*34	TU	7P-730P	ENT TONIGHT 30	:30	$650.00	06/05-06/05	0	0	0	$0.00	

Rating: 5.9

Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE NO SPOT
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE NO SPOT
V3 More than 2 codes changed

	*39	TU	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/05-06/05	0	0	0	$0.00	

Rating: 5.2

Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE NO SPOT
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE NO SPOT
V3 More than 2 codes changed

	*44	W	7A-9A	TODAY SHW	:30	$1,000.00	06/06-06/06	1	1	1	$1,000.00	

Rating: 6.2

Buyline Comment: MKGD FROM LN 3
Sales Remark: V3 MKGD FROM LN 3
V3 Added

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*45	TH	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/07-06/07	1	1	1	$300.00	
Rating: 3.6												
				Buyline Comment: MKGD FROM LN 7								
				Sales Remark: V3 MKGD FROM LN 7								
				V3 Added								
	*46	F	10A-11A	TODAY SHW3-NBC	:30	$200.00	06/08-06/08	1	1	1	$200.00	
Rating: 2.5												
				Buyline Comment: MKGD FROM LN 12								
				Sales Remark: V3 MKGD FROM LN 12								
				V3 Added								
	*47	W	12P-1P	WAVY NEWS10-NN	:30	$150.00	06/06-06/06	1	1	1	$150.00	
Rating: 2.1												
				Buyline Comment: MKGD FROM LN 17								
				Sales Remark: V3 MKGD FROM LN 17								
				V3 Added								
	*48	M	1P-2P	DAYS-OUR LIVES	:30	$200.00	06/11-06/11	1	1	1	$200.00	
Rating: 1.6												
				Buyline Comment: MKGD FROM LN 20								
				Sales Remark: V3 MKGD FROM LN 20								
				V3 Added								
	*49	W	3P-4P	MAURY POVICH	:30	$200.00	06/06-06/06	1	1	1	$200.00	
				Buyline Comment: MKGD FROM LN 25								
				Sales Remark: V3 MKGD FROM LN 25								
				V3 Added								
	*50	F	7P-730P	ENT TONIGHT 30	:30	$650.00	06/08-06/08	1	1	1	$650.00	
Rating: 5.9												
				Buyline Comment: MKGD FROM LN 34								
				Sales Remark: V3 MKGD FROM LN 34								
				V3 Added								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*51	W	11P-1135P	WAVY NEWS10-11	:30	$650.00	06/06-06/06	1	1	1	$650.00	

Rating: 5.2

Buyline Comment: MKGD FROM LN 39
Sales Remark: V3 MKGD FROM LN 39
V3 Added

---REPORT TOTALS---

Report Totals: 8 / $3,350.00

---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	$47,571	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