Rep Order# 6868397 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/26/2012 10:12 AM
EC'd Yes **Last Received:** 10/26/2012 9:58 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 1299
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/1299
Flight Dates 10/26/2012 - 10/29/2012
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 38,550
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SU	12A-1A	LEVERAGE	:30	$300.00	10/28-10/28	1	1	1	$300.00	
Rating: 3.1												
	2	SU	6A-7A	WAVY NWS SUN6A	:30	$1,000.00	10/28-10/28	1	1	1	$1,000.00	
Rating: 4.1												
	3	M	9A-10A	TODAY SHW2-NBC	:30	$1,500.00	10/29-10/29	1	1	1	$1,500.00	
Rating: 3.8												
	4	SA	6P-630P	SAT 6P NEWS	:30	$1,500.00	10/27-10/27	1	1	1	$1,500.00	
Rating: 3.8												
	5	SU	7A-8A	WAVY NWS SUN7A	:30	$1,500.00	10/28-10/28	1	1	1	$1,500.00	
Rating: 5.9												
	6	SA	7A-8A	WAVY NWS SAT7A	:30	$1,500.00	10/27-10/27	1	1	1	$1,500.00	
Rating: 5.5												
	7	M	12P-1P	WAVY NEWS10-NN<	:30	$600.00	10/29-10/29	2	1	2	$1,200.00	
Rating: 2.0												
	8	M	5A-6A	WAVY NEWS-5A	:30	$2,000.00	10/29-10/29	1	1	1	$2,000.00	
Rating: 4.6												

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	9	M	10A-11A	TODAY SHW3-NBC	:30	$1,000.00	10/29-10/29	2	1	2	$2,000.00	
Rating: 2.6												
	10	M	430A-5A	WAVY NEWS-430A<	:30	$500.00	10/29-10/29	1	1	1	$500.00	
Rating: 1.3												
	11	SU	6P-7P	WAVY NW10 SUN1	:30	$1,500.00	10/28-10/28	1	1	1	$1,500.00	
Rating: 3.2												
	12	SA	7P-8P	ENT THIS WEEK	:30	$500.00	10/27-10/27	2	1	2	$1,000.00	
Rating: 1.9												
	13	SU	8A-9A	SUN TODAY-NBC	:30	$1,800.00	10/28-10/28	1	1	1	$1,800.00	
Rating: 7.1												
	14	SA	6A-7A	WAVY NWS SAT6A	:30	$1,000.00	10/27-10/27	1	1	1	$1,000.00	
Rating: 2.8												
	15	M	1235A-135A	J FALLON-NBC<	:30	$350.00	10/29-10/29	1	1	1	$350.00	
Rating: 0.8												
	16	M	4P-5P	ANDERSON<	:30	$800.00	10/29-10/29	1	1	1	$800.00	
Rating: 2.5												
	17	M	2P-3P	DOCTORS<	:30	$300.00	10/29-10/29	1	1	1	$300.00	
Rating: 1.0												
	18	M	1135P-1235A	TONITE SHW-NBC<	:30	$1,000.00	10/29-10/29	1	1	1	$1,000.00	
Rating: 2.4												
	19	SA	1130P-1A	SAT NITE LIVE	:30	$1,500.00	10/27-10/27	1	1	1	$1,500.00	
Rating: 3.8												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	3P-4P	MAURY POVICH<	:30	$500.00	10/29-10/29	1	1	1	$500.00	
Rating: 2.1												
	21	M	11A-12P	HAMPTN RDS SHW	:30	$300.00	10/29-10/29	1	1	1	$300.00	
Rating: 0.9												
	22	M	530P-6P	WAVY10NWS-5.30<	:30	$2,500.00	10/29-10/29	1	1	1	$2,500.00	
Rating: 5.8												
	25	M	5P-530P	WAVY NEWS10-5<	:30	$2,500.00	10/29-10/29	1	1	1	$2,500.00	
Rating: 5.0												
	26	M	7P-730P	ENT TONIGHT 30<	:30	$2,000.00	10/29-10/29	1	1	1	$2,000.00	
Rating: 4.8												
	27	M	6A-7A	WAVY NEWS-6A	:30	$4,000.00	10/29-10/29	1	1	1	$4,000.00	
Rating: 6.3												
	28	SA	11P-1130P	WAVY NEWS10-11	:30	$2,500.00	10/27-10/27	1	1	1	$2,500.00	
Rating: 6.2												
	29	M	730P-8P	INSIDER<	:30	$2,000.00	10/29-10/29	1	1	1	$2,000.00	
Rating: 4.3												

--REPORT TOTALS---

Report Totals: 30 / $38,550.00

--SALES MONTHLY TOTALS--

Oct 12: 12 / $15,100.00 Nov 12: 18 / $23,450.00

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Sales Totals: 30 / $38,550.00
Station Totals: 30 / $38,550.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$137,679	CATV	0%	WAVY	28%	WGNT	0%	WPXV	0%	WTKR	42%
		WTVZ	1%	WVBT	5%	WVEC	24%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE