EC'd Yes **Last Received:** 05/15/2012 12:10 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 543
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/543
Flight Dates 05/17/2012 - 05/23/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	5A-6A	WAVY NEWS-5A	:30	$350.00	05/17-05/17	1	1	1	$350.00	
Rating: 4.5												
	2	M	5A-6A	WAVY NEWS-5A	:30	$350.00	05/21-05/21	1	1	1	$350.00	
Rating: 4.5												
	3	W	5A-6A	WAVY NEWS-5A	:30	$350.00	05/23-05/23	1	1	1	$350.00	
Rating: 4.5												
	4	F	6A-7A	WAVY NEWS-6A	:30	$800.00	05/18-05/18	1	1	1	$800.00	
Rating: 6.5												
	5	TU	6A-7A	WAVY NEWS-6A	:30	$800.00	05/22-05/22	1	1	1	$800.00	
Rating: 6.5												
	6	F	530P-6P	WAVY10NWS-5.30	:30	$500.00	05/18-05/18	1	1	1	$500.00	
Rating: 6.1												
	7	TU	530P-6P	WAVY10NWS-5.30	:30	$500.00	05/22-05/22	1	1	1	$500.00	
Rating: 6.1												
	8	TH	6P-630P	WAVY NEWS10-6	:30	$800.00	05/17-05/17	1	1	1	$800.00	
Rating: 7.7												
	9	M	6P-630P	WAVY NEWS10-6	:30	$800.00	05/21-05/21	1	1	1	$800.00	
Rating: 7.7												
	10	W	6P-630P	WAVY NEWS10-6	:30	$800.00	05/23-05/23	1	1	1	$800.00	
Rating: 7.7												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	F	11P-1135P	WAVY NEWS10-11	:30	$500.00	05/18-05/18	1	1	1	$500.00	
Rating: 5.2												
	12	TU	11P-1135P	WAVY NEWS10-11	:30	$500.00	05/22-05/22	1	1	1	$500.00	
Rating: 5.2												
	13	TH	1135P-1235A	TONITE SHW-NBC	:30	$250.00	05/17-05/17	1	1	1	$250.00	
Rating: 3.1												
	14	M	1135P-1235A	TONITE SHW-NBC	:30	$250.00	05/21-05/21	1	1	1	$250.00	
Rating: 3.1												
	15	W	1135P-1235A	TONITE SHW-NBC	:30	$250.00	05/23-05/23	1	1	1	$250.00	
Rating: 3.1												

---REPORT TOTALS---

Report Totals: 15 / $7,800.00

---SALES MONTHLY TOTALS---

May 12: 15 / $7,800.00

Sales Totals: 15 / $7,800.00

Station Totals: 15 / $7,800.00

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

---COMPETITIVE---

Market Totals $0 CATV 0% WAVY 0% WGNT 0% WPXV 0% WTKR 0%
WTVZ 0% WVBT 0% WVEC 0%

---COMPETITIVE COMMENTS---

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COMPETITIVE IS ESITMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE