**Rep Order#** 6815504 **Ver#** 1 **Mod#** 0 **Status** Confirmed **Traffic Order#** **Printed:** 05/17/2012 7:56 AM
**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#** 546
**Buyer** Noelle Ramsey
**Phone#**
**Fax#**

**Agency** ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
**Agency C/P1/P2/E** 12/11/546
**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 | 6A-7A | WAVY NEWS-6A | :60 | $1,600.00 | 05/17-05/17 | 1 | 1 | 1 | $1,600.00 | |
| Rating: 6.5 | | | | | | | | | | | | |
| | 2 | M | 6A-7A | WAVY NEWS-6A | :60 | $1,600.00 | 05/21-05/21 | 1 | 1 | 1 | $1,600.00 | |
| Rating: 6.5 | | | | | | | | | | | | |
| | 3 | W | 6A-7A | WAVY NEWS-6A | :60 | $1,600.00 | 05/23-05/23 | 1 | 1 | 1 | $1,600.00 | |
| Rating: 6.5 | | | | | | | | | | | | |
| | 4 | TH | 530P-6P | WAVY10NWS-5.30 | :60 | $1,000.00 | 05/17-05/17 | 1 | 1 | 1 | $1,000.00 | |
| Rating: 6.1 | | | | | | | | | | | | |
| | 5 | M | 530P-6P | WAVY10NWS-5.30 | :60 | $1,000.00 | 05/21-05/21 | 1 | 1 | 1 | $1,000.00 | |
| Rating: 6.1 | | | | | | | | | | | | |
| | 6 | W | 530P-6P | WAVY10NWS-5.30 | :60 | $1,000.00 | 05/23-05/23 | 1 | 1 | 1 | $1,000.00 | |
| Rating: 6.1 | | | | | | | | | | | | |
| | 7 | F | 6P-630P | WAVY NEWS10-6 | :60 | $1,600.00 | 05/18-05/18 | 1 | 1 | 1 | $1,600.00 | |
| Rating: 7.7 | | | | | | | | | | | | |
| | 8 | TU | 6P-630P | WAVY NEWS10-6 | :60 | $1,600.00 | 05/22-05/22 | 1 | 1 | 1 | $1,600.00 | |
| Rating: 7.7 | | | | | | | | | | | | |
| | 9 | F | 1135P-1235A | TONITE SHW-NBC | :60 | $500.00 | 05/18-05/18 | 1 | 1 | 1 | $500.00 | |
| Rating: 3.1 | | | | | | | | | | | | |

**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#** 546
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**Agency** ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
**Agency C/P1/P2/E** 12/11/546
**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

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 10 | TU | 1135P-1235A | TONITE SHW-NBC | :60 | $500.00 | 05/22-05/22 | 1 | 1 | 1 | $500.00 | |

Rating: 3.1

**--REPORT TOTALS---**

Report Totals: 10 / $12,000.00

**--SALES MONTHLY TOTALS--**

May 12: 10 / $12,000.00

Sales Totals: 10 / $12,000.00

Station Totals: 10 / $12,000.00

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

**--COMPETITIVE---**

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Market Totals | $23,077 | CATV | 0% | WAVY | 52% | WGNT | 0% | WPXV | 0% | WTKR | 0% |
| | | WTVZ | 0% | WVBT | 0% | WVEC | 48% | | | | |

**--COMPETITIVE COMMENTS---**

COMPETITIVE IS ESITMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

**-- CREDIT RISK ---**

CASH IN ADVANCE