Rep Order# 6816185 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/16/2012 5:46 PM
EC'd Yes **Last Received:** 05/16/2012 5:24 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 547
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/547
Flight Dates 05/24/2012 - 05/31/2012
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 IS 9,750
PLS CONFIRM ASAP
THANKS,ANGELA

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	05/24-05/24	1	1	1	$350.00	
Rating: 4.5												
	2	M	5A-6A	WAVY NEWS-5A	:30	$350.00	05/28-05/28	1	1	1	$350.00	
Rating: 4.5												
	3	W	5A-6A	WAVY NEWS-5A	:30	$350.00	05/30-05/30	1	1	1	$350.00	
Rating: 4.5												
	4	F	6A-7A	WAVY NEWS-6A	:30	$1,000.00	05/25-05/25	1	1	1	$1,000.00	
Rating: 6.5												
	5	TU	6A-7A	WAVY NEWS-6A	:30	$1,000.00	05/29-05/29	1	1	1	$1,000.00	
Rating: 6.5												
	6	TH	6A-7A	WAVY NEWS-6A	:30	$1,000.00	05/31-05/31	1	1	1	$1,000.00	
Rating: 6.5												
	7	TH	6P-630P	WAVY NEWS10-6	:30	$1,000.00	05/24-05/24	1	1	1	$1,000.00	
Rating: 7.7												
	8	M	6P-630P	WAVY NEWS10-6	:30	$1,000.00	05/28-05/28	1	1	1	$1,000.00	
Rating: 7.7												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	W	6P-630P	WAVY NEWS10-6	:30	$1,000.00	05/30-05/30	1	1	1	$1,000.00	
Rating: 7.7												
	10	F	11P-1135P	WAVY NEWS10-11	:30	$650.00	05/25-05/25	1	1	1	$650.00	
Rating: 5.2												
	11	TU	11P-1135P	WAVY NEWS10-11	:30	$650.00	05/29-05/29	1	1	1	$650.00	
Rating: 5.2												
	12	TH	11P-1135P	WAVY NEWS10-11	:30	$650.00	05/31-05/31	1	1	1	$650.00	
Rating: 5.2												
	13	TH	1135P-1235A	TONITE SHW-NBC	:30	$250.00	05/24-05/24	1	1	1	$250.00	
Rating: 3.1												
	14	M	1135P-1235A	TONITE SHW-NBC	:30	$250.00	05/28-05/28	1	1	1	$250.00	
Rating: 3.1												
	15	W	1135P-1235A	TONITE SHW-NBC	:30	$250.00	05/30-05/30	1	1	1	$250.00	
Rating: 3.1												

---REPORT TOTALS---

Report Totals: 15 / $9,750.00

---SALES MONTHLY TOTALS---

May 12: 5 / $3,250.00 Jun 12: 10 / $6,500.00

Sales Totals: 15 / $9,750.00

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Salesperson FAX# 215-567-5938

Station Totals: 15 / $9,750.00

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

---COMPETITIVE---

Market Totals	$27,083	CATV	0%	WAVY	36%	WGNT	0%	WPXV	0%	WTKR	11%
		WTVZ	0%	WVBT	9%	WVEC	44%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE