Rep Order# 6816186 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/16/2012 5:43 PM
EC'd Yes **Last Received:** 05/16/2012 5:25 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 548
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/548
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 8,100
PLS CONFIRM ASAP
THANSK, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	WAVY NEWS-5A	:60	$700.00	05/25-05/25	1	1	1	$700.00	
Rating: 4.5												
	2	TU	5A-6A	WAVY NEWS-5A	:60	$700.00	05/29-05/29	1	1	1	$700.00	
Rating: 4.5												
	3	TH	5A-6A	WAVY NEWS-5A	:60	$700.00	05/31-05/31	1	1	1	$700.00	
Rating: 4.5												
	4	TH	6A-7A	WAVY NEWS-6A	:60	$2,000.00	05/24-05/24	1	1	1	$2,000.00	
Rating: 6.5												
	5	M	6A-7A	WAVY NEWS-6A	:60	$2,000.00	05/28-05/28	1	1	1	$2,000.00	
Rating: 6.5												
	6	W	6A-7A	WAVY NEWS-6A	:60	$2,000.00	05/30-05/30	1	1	1	$2,000.00	
Rating: 6.5												

--REPORT TOTALS---

Report Totals: 6 / $8,100.00

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 548
Buyer Noelle Ramsey
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/548
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

--SALES MONTHLY TOTALS--

May 12: 2 / $2,700.00 Jun 12: 4 / $5,400.00

Sales Totals: 6 / $8,100.00

Station Totals: 6 / $8,100.00

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

--COMPETITIVE---

Market Totals	$30,000	CATV	0%	WAVY	27%	WGNT	0%	WPXV	0%	WTKR	22%
		WTVZ	0%	WVBT	0%	WVEC	51%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE