Rep Order# 6831851 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/09/2012 10:53 AM
EC'd Yes **Last Received:** 07/08/2012 12:42 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 729
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/729
Flight Dates 07/10/2012 - 07/19/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

CLIENT: CROSSROADS GPS SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS $29,050
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	07/10-07/10	1	1	1	$500.00	
	2	W	5A-6A	WAVY NEWS-5A	:30	$500.00	07/11-07/11	1	1	1	$500.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	07/12-07/12	1	1	1	$500.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	$500.00	07/13-07/13	1	1	1	$500.00	
	5	M	5A-6A	WAVY NEWS-5A	:30	$500.00	07/16-07/16	1	1	1	$500.00	
	6	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	07/17-07/17	1	1	1	$500.00	
	7	W	5A-6A	WAVY NEWS-5A	:30	$500.00	07/18-07/18	1	1	1	$500.00	
	8	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	07/19-07/19	1	1	1	$500.00	
	17	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	07/14-07/14	1	1	1	$500.00	
	18	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	07/15-07/15	1	1	1	$500.00	
	19	TU	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/10-07/10	1	1	1	$400.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	20	W	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/11-07/11	1	1	1	$400.00	
	21	TH	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/12-07/12	1	1	1	$400.00	
	22	F	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/13-07/13	1	1	1	$400.00	
	23	M	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/16-07/16	1	1	1	$400.00	
	24	TU	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/17-07/17	1	1	1	$400.00	
	25	W	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/18-07/18	1	1	1	$400.00	
	26	TH	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/19-07/19	1	1	1	$400.00	
	28	W	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/11-07/11	1	1	1	$1,000.00	
	29	TH	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/12-07/12	1	1	1	$1,000.00	
	31	M	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/16-07/16	1	1	1	$1,000.00	
	34	TH	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/19-07/19	1	1	1	$1,000.00	
	35	TU	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/10-07/10	1	1	1	$1,200.00	
	38	F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/13-07/13	1	1	1	$1,200.00	
	39	M	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/16-07/16	1	1	1	$1,200.00	
	42	TH	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/19-07/19	1	1	1	$1,200.00	
	43	TU	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/10-07/10	1	1	1	$1,200.00	
	44	W	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/11-07/11	1	1	1	$1,200.00	

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	46	F	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/13-07/13	1	1	1	$1,200.00	
	47	M	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/16-07/16	1	1	1	$1,200.00	
	49	W	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/18-07/18	1	1	1	$1,200.00	
	50	TH	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/19-07/19	1	1	1	$1,200.00	
	51	SA	11P-1130P	WAVY NEWS10-11	:30	$1,200.00	07/14-07/14	1	1	1	$1,200.00	
	53	W	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/11-07/11	1	1	1	$350.00	
	54	TH	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/12-07/12	1	1	1	$350.00	
	55	F	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/13-07/13	1	1	1	$350.00	
	56	M	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/16-07/16	1	1	1	$350.00	
	57	TU	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/17-07/17	1	1	1	$350.00	
	58	W	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/18-07/18	1	1	1	$350.00	
	60	TU	1235A-135A	J FALLON-NBC	:30	$100.00	07/10-07/10	1	1	1	$100.00	
	61	W	1235A-135A	J FALLON-NBC	:30	$100.00	07/11-07/11	1	1	1	$100.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	62	TH	1235A-135A	J FALLON-NBC	:30	$100.00	07/12-07/12	1	1	1	$100.00	
	63	F	1235A-135A	J FALLON-NBC	:30	$100.00	07/13-07/13	1	1	1	$100.00	
	64	M	1235A-135A	J FALLON-NBC	:30	$100.00	07/16-07/16	1	1	1	$100.00	
	65	TU	1235A-135A	J FALLON-NBC	:30	$100.00	07/17-07/17	1	1	1	$100.00	
	66	W	1235A-135A	J FALLON-NBC	:30	$100.00	07/18-07/18	1	1	1	$100.00	
	67	TH	1235A-135A	J FALLON-NBC	:30	$100.00	07/19-07/19	1	1	1	$100.00	
	68	SU	1130P-12A	THE INSIDER WEEKEND	:30	$250.00	07/15-07/15	1	1	1	$250.00	
	69	SU	6P-7P	SUNDAY 6PM NEWS	:30	$500.00	07/15-07/15	1	1	1	$500.00	

---REPORT TOTALS---

Report Totals: 49 / $29,050.00

---SALES MONTHLY TOTALS---

Jul 12: 49 / $29,050.00

Sales Totals: 49 / $29,050.00

Station Totals: 49 / $29,050.00

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

---COMPETITIVE---

Market Totals	$103,750	CATV	0%	WAVY	28%	WGNT	0%	WPXV	0%	WTKR	42%		
		WTVZ	1%	WVBT	5%	WVEC	24%						

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--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	JUL11, EJUL12
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE