Rep Order# 6831848 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 07/11/2012 8:59 AM
EC'd Yes **Last Received:** 07/09/2012 8:21 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 747
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/747
Flight Dates 07/10/2012 - 07/20/2012
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 --

VER 3 ISSUED TO CXL LN 78 PER AGY/CLIENT
REQUEST (PRGM HIT-LISTED) W/MKGD ON LN 80
CONTRACT TOTAL REMAINS $33,175
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*78	TH	3P-4P	MAURY POVICH	:30	$275.00	07/12-07/12	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*80	TH	4P-5P	ANDERSON COOPER	:30	$275.00	07/12-07/12	1	1	1	$275.00	
		Buyline Comment: MKGD FROM LN 78										
		Sales Remark: V3 MKGD FROM LN 78										
		V3 Added										

--REPORT TOTALS---

Report Totals: 1 / $275.00

--SALES MONTHLY TOTALS--

Jul 12: 54 / $33,175.00
Sales Totals: 54 / $33,175.00
Station Totals: 54 / $33,175.00
Lines not sent/rcld/rtrn: 0 / $0.00

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--COMPETITIVE---

Market Totals	$118,482	CATV	0%	WAVY	28%	WGNT	0%	WPXV	0%	WTKR	42%
		WTVZ	1%	WVBT	5%	WVEC	24%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	JUL11, EJUL12
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE