Rep Order# 6834206 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/18/2012 3:42 PM
EC'd Yes **Last Received:** 07/18/2012 3:18 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 731
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/731
Flight Dates 07/20/2012 - 07/29/2012
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 33,050
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	3	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	07/24-07/24	1	1	1	$500.00	
	4	W	5A-6A	WAVY NEWS-5A	:30	$500.00	07/25-07/25	1	1	1	$500.00	
	5	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	07/26-07/26	1	1	1	$500.00	
	6	F	5A-6A	WAVY NEWS-5A	:30	$500.00	07/27-07/27	1	1	1	$500.00	
	9	TU	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/24-07/24	1	1	1	$1,500.00	
	10	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/25-07/25	1	1	1	$1,500.00	
	11	TH	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/26-07/26	1	1	1	$1,500.00	
	12	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/27-07/27	1	1	1	$1,500.00	
	14	M	7A-9A	TODAY SHW	:30	$1,500.00	07/23-07/23	1	1	1	$1,500.00	
	15	TU	7A-9A	TODAY SHW	:30	$1,500.00	07/24-07/24	1	1	1	$1,500.00	
	16	W	7A-9A	TODAY SHW	:30	$1,500.00	07/25-07/25	1	1	1	$1,500.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 731
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/731
Flight Dates 07/20/2012 - 07/29/2012
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
---	---	---	---	---	---	---	---	---	---	---	---	---
	17	TH	7A-9A	TODAY SHW	:30	$1,500.00	07/26-07/26	1	1	1	$1,500.00	
	18	F	7A-9A	TODAY SHW	:30	$1,500.00	07/27-07/27	1	1	1	$1,500.00	
	19	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	07/21-07/21	1	1	1	$500.00	
	21	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	07/22-07/22	1	1	1	$500.00	
	23	SU	8A-9A	SUN TODAY-NBC	:30	$800.00	07/22-07/22	1	1	1	$800.00	
	33	TU	4P-5P	ANDERSON	:30	$275.00	07/24-07/24	1	1	1	$275.00	
	34	W	4P-5P	ANDERSON	:30	$275.00	07/25-07/25	1	1	1	$275.00	
	35	TH	4P-5P	ANDERSON	:30	$275.00	07/26-07/26	1	1	1	$275.00	
	36	F	4P-5P	ANDERSON	:30	$275.00	07/27-07/27	1	1	1	$275.00	
	39	TU	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/24-07/24	1	1	1	$1,000.00	
	40	W	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/25-07/25	1	1	1	$1,000.00	
	41	TH	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/26-07/26	1	1	1	$1,000.00	
	42	F	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/27-07/27	1	1	1	$1,000.00	
	45	TU	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/24-07/24	1	1	1	$1,200.00	
	46	W	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/25-07/25	1	1	1	$1,200.00	
	47	TH	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/26-07/26	1	1	1	$1,200.00	
	48	F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/27-07/27	1	1	1	$1,200.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 731
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/731
Flight Dates 07/20/2012 - 07/29/2012
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
	51	TU	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/24-07/24	1	1	1	$1,200.00	
	52	W	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/25-07/25	1	1	1	$1,200.00	
	53	TH	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/26-07/26	1	1	1	$1,200.00	
	55	F	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/20-07/20	1	1	1	$350.00	
	56	M	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/23-07/23	1	1	1	$350.00	
	57	TU	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/24-07/24	1	1	1	$350.00	
	58	W	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/25-07/25	1	1	1	$350.00	
	59	TH	1135P-1235A	TONITE SHW-NBC	:30	$350.00	07/26-07/26	1	1	1	$350.00	
	61	F	1235A-135A	J FALLON-NBC	:30	$100.00	07/20-07/20	1	1	1	$100.00	
	62	M	1235A-135A	J FALLON-NBC	:30	$100.00	07/23-07/23	1	1	1	$100.00	
	63	TU	1235A-135A	J FALLON-NBC	:30	$100.00	07/24-07/24	1	1	1	$100.00	
	64	W	1235A-135A	J FALLON-NBC	:30	$100.00	07/25-07/25	1	1	1	$100.00	
	65	TH	1235A-135A	J FALLON-NBC	:30	$100.00	07/26-07/26	1	1	1	$100.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 731
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/731
Flight Dates 07/20/2012 - 07/29/2012
Hiatus Weeks

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

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

--REPORT TOTALS---

Report Totals: 41 / $33,050.00

--SALES MONTHLY TOTALS--

Jul 12: 41 / $33,050.00

Sales Totals: 41 / $33,050.00

Station Totals: 41 / $33,050.00

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

--COMPETITIVE---

Market Totals	$118,036	CATV	0%	WAVY	28%	WGNT	0%	WPXV	0%	WTKR	42%
		WTVZ	1%	WVBT	5%	WVEC	24%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE