Rep Order# 6834342 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/18/2012 7:35 PM
EC'd Yes **Last Received:** 07/18/2012 3:19 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 732
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/732
Flight Dates 07/30/2012 - 08/06/2012
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 40,700
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	5A-6A	WAVY NEWS-5A	:30	$500.00	07/30-07/30	1	1	1	$500.00	
	2	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	07/31-07/31	1	1	1	$500.00	
	3	W	5A-6A	WAVY NEWS-5A	:30	$500.00	08/01-08/01	1	1	1	$500.00	
	4	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	08/02-08/02	1	1	1	$500.00	
	5	F	5A-6A	WAVY NEWS-5A	:30	$500.00	08/03-08/03	1	1	1	$500.00	
	6	M	5A-6A	WAVY NEWS-5A	:30	$500.00	08/06-08/06	1	1	1	$500.00	
	7	M	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/30-07/30	1	1	1	$1,500.00	
	8	TU	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/31-07/31	1	1	1	$1,500.00	
	9	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/01-08/01	1	1	1	$1,500.00	
	10	TH	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/02-08/02	1	1	1	$1,500.00	
	11	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/03-08/03	1	1	1	$1,500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	12	M	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/06-08/06	1	1	1	$1,500.00	
	19	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	08/04-08/04	1	1	1	$500.00	
	43	TU	5P-530P	WAVY NEWS10-5	:30	$1,000.00	07/31-07/31	1	1	1	$1,000.00	
	44	W	5P-530P	WAVY NEWS10-5	:30	$1,000.00	08/01-08/01	1	1	1	$1,000.00	
	45	TH	5P-530P	WAVY NEWS10-5	:30	$1,000.00	08/02-08/02	1	1	1	$1,000.00	
	46	F	5P-530P	WAVY NEWS10-5	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
	47	M	5P-530P	WAVY NEWS10-5	:30	$1,000.00	08/06-08/06	1	1	1	$1,000.00	
	48	M	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/30-07/30	1	1	1	$1,000.00	
	49	TU	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/31-07/31	1	1	1	$1,000.00	
	50	W	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	08/01-08/01	1	1	1	$1,000.00	
	51	TH	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	08/02-08/02	1	1	1	$1,000.00	
	52	F	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
	53	M	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	08/06-08/06	1	1	1	$1,000.00	
	54	M	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/30-07/30	1	1	1	$1,200.00	
	55	TU	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/31-07/31	1	1	1	$1,200.00	
	56	W	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/01-08/01	1	1	1	$1,200.00	
	57	TH	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/02-08/02	1	1	1	$1,200.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	58	F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/03-08/03	1	1	1	$1,200.00	
	59	M	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/06-08/06	1	1	1	$1,200.00	
	60	SA	6P-630P	SAT 6PM NEWS	:30	$500.00	08/04-08/04	1	1	1	$500.00	
	61	SU	6P-7P	WAVY NW10 SUN1	:30	$500.00	08/05-08/05	1	1	1	$500.00	
	62	M	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/30-07/30	1	1	1	$1,000.00	
	63	TU	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/31-07/31	1	1	1	$1,000.00	
	64	W	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/01-08/01	1	1	1	$1,000.00	
	65	TH	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/02-08/02	1	1	1	$1,000.00	
	66	F	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
	67	M	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/06-08/06	1	1	1	$1,000.00	
	72	F	12A-1235A	2012 OLYMPICS LATE NEWS	:30	$1,500.00	08/03-08/03	1	1	1	$1,500.00	
	73	M	12A-1235A	2012 OLYMPICS LATE NEWS	:30	$1,500.00	08/06-08/06	1	1	1	$1,500.00	

--REPORT TOTALS---

Report Totals: 40 / $40,700.00

--SALES MONTHLY TOTALS--

Aug 12: 40 / $40,700.00

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Sales Totals: 40 / $40,700.00
Station Totals: 40 / $40,700.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$145,357	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