Rep Order# 6834342 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 08/02/2012 3:14 PM
EC'd Yes **Last Received:** 08/02/2012 2:45 PM
Showing Buylines: All Rep & Sta Revised 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 --

VER 3 ISSUE CXL LN'S 6,12,19,47,53,59-61,67 & 72-73
MKGD ON LN'S 74-80
TOTAL REMAINS 40,700
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	M	5A-6A	WAVY NEWS-5A	:30	$500.00	08/06-08/06	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT										
		V3 More than 2 codes changed										
	*12	M	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/06-08/06	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT										
		V3 More than 2 codes changed										
	*19	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	08/04-08/04	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT										
		V3 More than 2 codes changed										
	*47	M	5P-530P	WAVY NEWS10-5	:30	$1,000.00	08/06-08/06	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT										
		V3 More than 2 codes changed										

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	*53	M	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	08/06-08/06	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V3 More than 2 codes changed								
	*59	M	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/06-08/06	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V3 More than 2 codes changed								
	*60	SA	6P-630P	SAT 6PM NEWS	:30	$500.00	08/04-08/04	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V3 More than 2 codes changed								
	*61	SU	6P-7P	WAVY NW10 SUN1	:30	$500.00	08/05-08/05	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V3 More than 2 codes changed								
	*67	M	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/06-08/06	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V3 More than 2 codes changed								
	*72	F	12A-1235A	2012 OLYMPICS LATE NEWS	:30	$1,500.00	08/03-08/03	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V3 More than 2 codes changed								
	*73	M	12A-1235A	2012 OLYMPICS LATE NEWS	:30	$1,500.00	08/06-08/06	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V3 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*74	F	5A-6A	WAVY NEWS-5A	:30	$500.00	08/03-08/03	1	1	1	$500.00	
		Buyline Comment: MKGD FROM LN 6										
		Sales Remark: V3 MKGD FROM LN 6										
		V3 Added										
	*75	F	5P-530P	WAVY NEWS10-5	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
		Buyline Comment: MKGD FROM LN 47										
		Sales Remark: V3 MKGD FROM LN 47										
		V3 Added										
	*76	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/03-08/03	1	1	1	$1,500.00	
		Buyline Comment: MKGD FROM LN 12										
		Sales Remark: V3 MKGD FROM LN 12										
		V3 Added										
	*77	F	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
		Buyline Comment: MKGD FROM LN 53										
		Sales Remark: V3 MKGD FROM LN 53										
		V3 Added										
	*78	F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/03-08/03	1	1	1	$1,200.00	
		Buyline Comment: MKGD FROM LN 59										
		Sales Remark: V3 MKGD FROM LN 59										
		V3 Added										
	*79	F	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
		Buyline Comment: MKGD FROM LN 67										
		Sales Remark: V3 MKGD FROM LN 67										
		V3 Added										
	*80	F	10A-5P	2012 SUMMER OLYMPICS	:30	$1,500.00	08/03-08/03	3	1	3	$4,500.00	
		Buyline Comment: MKGD FROM LN'S 19,60-61 & 72-73										
		Sales Remark: V3 MKGD FROM LN'S 19,60-61 & 72-73										
		V3 Added										

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---REPORT TOTALS---

Report Totals: 9 / $10,700.00

---SALES MONTHLY TOTALS---

Aug 12: 38 / $40,700.00

Sales Totals: 38 / $40,700.00

Station Totals: 38 / $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