Rep Order# 6837590 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 08/01/2012 10:22 AM
EC'd Yes **Last Received:** 07/31/2012 2:27 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CROSSROADS GPS
Product Crossroads GPS
Estimate# 862
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/862
Flight Dates 07/31/2012 - 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 ISSUE ORDER
CONTRACT TOTAL IS $58,000
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	2	W	5A-6A	WAVY NEWS-5A	:30	$700.00	08/01-08/01	1	1	1	$700.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	$700.00	08/02-08/02	1	1	1	$700.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	$700.00	08/03-08/03	1	1	1	$700.00	
	5	M	5A-6A	WAVY NEWS-5A	:30	$700.00	08/06-08/06	1	1	1	$700.00	
	7	W	6A-7A	WAVY NEWS-6A	:30	$1,800.00	08/01-08/01	2	1	2	$3,600.00	
	8	TH	6A-7A	WAVY NEWS-6A	:30	$1,800.00	08/02-08/02	2	1	2	$3,600.00	
	9	F	6A-7A	WAVY NEWS-6A	:30	$1,800.00	08/03-08/03	2	1	2	$3,600.00	
	10	M	6A-7A	WAVY NEWS-6A	:30	$1,800.00	08/06-08/06	2	1	2	$3,600.00	
	12	W	5P-530P	WAVY NEWS10-5<	:30	$1,500.00	08/01-08/01	1	1	1	$1,500.00	
	13	TH	5P-530P	WAVY NEWS10-5<	:30	$1,500.00	08/02-08/02	1	1	1	$1,500.00	
	14	F	5P-530P	WAVY NEWS10-5<	:30	$1,500.00	08/03-08/03	1	1	1	$1,500.00	

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	15	M	5P-530P	WAVY NEWS10-5<	:30	$1,500.00	08/06-08/06	1	1	1	$1,500.00	
	17	W	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	08/01-08/01	1	1	1	$1,500.00	
	18	TH	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	08/02-08/02	1	1	1	$1,500.00	
	19	F	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	08/03-08/03	1	1	1	$1,500.00	
	20	M	530P-6P	WAVY10NWS-5.30<	:30	$1,500.00	08/06-08/06	1	1	1	$1,500.00	
	22	W	6P-630P	WAVY NEWS10-6<	:30	$1,800.00	08/01-08/01	1	1	1	$1,800.00	
	23	TH	6P-630P	WAVY NEWS10-6<	:30	$1,800.00	08/02-08/02	1	1	1	$1,800.00	
	24	F	6P-630P	WAVY NEWS10-6<	:30	$1,800.00	08/03-08/03	1	1	1	$1,800.00	
	25	M	6P-630P	WAVY NEWS10-6<	:30	$1,800.00	08/06-08/06	1	1	1	$1,800.00	
	36	TH	8P-11P	OLYMPIC PRIME	:30	$5,000.00	08/02-08/02	1	1	1	$5,000.00	
	37	SA	8P-11P	OLYMPIC PRIME	:30	$5,000.00	08/04-08/04	1	1	1	$5,000.00	
	39	W	12A-1230A	LATE NEWS OLYMP	:30	$1,800.00	08/01-08/01	1	1	1	$1,800.00	
	40	TH	12A-1230A	LATE NEWS OLYMP	:30	$1,800.00	08/02-08/02	1	1	1	$1,800.00	
	41	F	12A-1230A	LATE NEWS OLYMP	:30	$1,800.00	08/03-08/03	1	1	1	$1,800.00	
	42	SA	12A-1230A	LATE NEWS OLYMP	:30	$1,800.00	08/04-08/04	1	1	1	$1,800.00	
	43	SU	12A-1230A	LATE NEWS OLYMP	:30	$1,800.00	08/05-08/05	1	1	1	$1,800.00	
	44	M	12A-1230A	LATE NEWS OLYMP	:30	$1,800.00	08/06-08/06	1	1	1	$1,800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	45	W	430A-459A	EARLY TODAY	:30	$200.00	08/01-08/01	1	1	1	$200.00	
	46	TH	430A-459A	EARLY TODAY	:30	$200.00	08/02-08/02	1	1	1	$200.00	
	47	F	430A-459A	EARLY TODAY	:30	$200.00	08/03-08/03	1	1	1	$200.00	
	48	M	430A-459A	EARLY TODAY	:30	$200.00	08/06-08/06	1	1	1	$200.00	

---REPORT TOTALS---

Report Totals: 36 / $58,000.00

---SALES MONTHLY TOTALS---

Aug 12: 36 / $58,000.00

Sales Totals: 36 / $58,000.00
Station Totals: 36 / $58,000.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$141,463	CATV	0%	WAVY	41%	WGNT	0%	WPXV	0%	WTKR	23%		
		WTVZ	6%	WVBT	5%	WVEC	25%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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