Rep Order# 6834244 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/18/2012 4:32 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# 733
Buyer Stephanie Maroney
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/733
Flight Dates 09/11/2012 - 09/17/2012
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 47,300
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	09/11-09/11	1	1	1	$500.00	
	2	W	5A-6A	WAVY NEWS-5A	:30	$500.00	09/12-09/12	1	1	1	$500.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	09/13-09/13	1	1	1	$500.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	$500.00	09/14-09/14	1	1	1	$500.00	
	5	M	5A-6A	WAVY NEWS-5A	:30	$500.00	09/17-09/17	1	1	1	$500.00	
	9	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	09/14-09/14	1	1	1	$1,500.00	
	10	M	6A-7A	WAVY NEWS-6A	:30	$1,500.00	09/17-09/17	1	1	1	$1,500.00	
	14	F	7A-9A	TODAY SHW	:30	$1,500.00	09/14-09/14	1	1	1	$1,500.00	
	15	M	7A-9A	TODAY SHW	:30	$1,500.00	09/17-09/17	1	1	1	$1,500.00	
	19	F	430A-5A	WAVY NEWS-430A	:30	$125.00	09/14-09/14	1	1	1	$125.00	
	20	M	430A-5A	WAVY NEWS-430A	:30	$125.00	09/17-09/17	1	1	1	$125.00	

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	23	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	09/13-09/13	1	1	1	$500.00	
	24	F	9A-10A	TODAY SHW2-NBC	:30	$500.00	09/14-09/14	1	1	1	$500.00	
	25	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	09/17-09/17	1	1	1	$500.00	
	28	TH	12P-1P	WAVY NEWS10-NN	:30	$250.00	09/13-09/13	1	1	1	$250.00	
	29	F	12P-1P	WAVY NEWS10-NN	:30	$250.00	09/14-09/14	1	1	1	$250.00	
	30	M	12P-1P	WAVY NEWS10-NN	:30	$250.00	09/17-09/17	1	1	1	$250.00	
	31	TU	1P-2P	DAYS-OUR LIVES	:30	$350.00	09/11-09/11	1	1	1	$350.00	
	32	W	1P-2P	DAYS-OUR LIVES	:30	$350.00	09/12-09/12	1	1	1	$350.00	
	33	TH	1P-2P	DAYS-OUR LIVES	:30	$350.00	09/13-09/13	1	1	1	$350.00	
	34	F	1P-2P	DAYS-OUR LIVES	:30	$350.00	09/14-09/14	1	1	1	$350.00	
	35	M	1P-2P	DAYS-OUR LIVES	:30	$350.00	09/17-09/17	1	1	1	$350.00	
	36	TU	4P-5P	ANDERSON	:30	$500.00	09/11-09/11	1	1	1	$500.00	
	37	W	4P-5P	ANDERSON	:30	$500.00	09/12-09/12	1	1	1	$500.00	
	38	TH	4P-5P	ANDERSON	:30	$500.00	09/13-09/13	1	1	1	$500.00	
	39	F	4P-5P	ANDERSON	:30	$500.00	09/14-09/14	1	1	1	$500.00	
	40	M	4P-5P	ANDERSON	:30	$500.00	09/17-09/17	1	1	1	$500.00	
	43	TH	5P-530P	WAVY NEWS10-5	:30	$1,500.00	09/13-09/13	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
	44	F	5P-530P	WAVY NEWS10-5	:30	$1,500.00	09/14-09/14	1	1	1	$1,500.00	
	45	M	5P-530P	WAVY NEWS10-5	:30	$1,500.00	09/17-09/17	1	1	1	$1,500.00	
	48	TH	530P-6P	WAVY10NWS-5.30	:30	$1,500.00	09/13-09/13	1	1	1	$1,500.00	
	49	F	530P-6P	WAVY10NWS-5.30	:30	$1,500.00	09/14-09/14	1	1	1	$1,500.00	
	50	M	530P-6P	WAVY10NWS-5.30	:30	$1,500.00	09/17-09/17	1	1	1	$1,500.00	
	58	TH	7P-730P	ENT TONIGHT 30	:30	$1,200.00	09/13-09/13	1	1	1	$1,200.00	
	59	F	7P-730P	ENT TONIGHT 30	:30	$1,200.00	09/14-09/14	1	1	1	$1,200.00	
	60	M	7P-730P	ENT TONIGHT 30	:30	$1,200.00	09/17-09/17	1	1	1	$1,200.00	
	63	TH	730P-8P	INSIDER	:30	$1,200.00	09/13-09/13	1	1	1	$1,200.00	
	64	F	730P-8P	INSIDER	:30	$1,200.00	09/14-09/14	1	1	1	$1,200.00	
	65	M	730P-8P	INSIDER	:30	$1,200.00	09/17-09/17	1	1	1	$1,200.00	
	68	TH	11P-1135P	WAVY NEWS10-11	:30	$1,800.00	09/13-09/13	1	1	1	$1,800.00	
	69	F	11P-1135P	WAVY NEWS10-11	:30	$1,800.00	09/14-09/14	1	1	1	$1,800.00	
	70	M	11P-1135P	WAVY NEWS10-11	:30	$1,800.00	09/17-09/17	1	1	1	$1,800.00	
	72	TU	1135P-1235A	TONITE SHW-NBC	:30	$500.00	09/11-09/11	1	1	1	$500.00	

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	73	W	1135P-1235A	TONITE SHW-NBC	:30	$500.00	09/12-09/12	1	1	1	$500.00	
	74	TH	1135P-1235A	TONITE SHW-NBC	:30	$500.00	09/13-09/13	1	1	1	$500.00	
	75	F	1135P-1235A	TONITE SHW-NBC	:30	$500.00	09/14-09/14	1	1	1	$500.00	
	76	M	1135P-1235A	TONITE SHW-NBC	:30	$500.00	09/17-09/17	1	1	1	$500.00	
	77	TU	1235A-135A	J FALLON-NBC	:30	$150.00	09/11-09/11	1	1	1	$150.00	
	78	W	1235A-135A	J FALLON-NBC	:30	$150.00	09/12-09/12	1	1	1	$150.00	
	79	TH	1235A-135A	J FALLON-NBC	:30	$150.00	09/13-09/13	1	1	1	$150.00	
	80	F	1235A-135A	J FALLON-NBC	:30	$150.00	09/14-09/14	1	1	1	$150.00	
	81	M	1235A-135A	J FALLON-NBC	:30	$150.00	09/17-09/17	1	1	1	$150.00	
	82	TU	10A-11A	TODAY SHW3-NBC	:30	$400.00	09/11-09/11	1	1	1	$400.00	
	83	W	10A-11A	TODAY SHW3-NBC	:30	$400.00	09/12-09/12	1	1	1	$400.00	
	84	TH	10A-11A	TODAY SHW3-NBC	:30	$400.00	09/13-09/13	1	1	1	$400.00	
	85	F	10A-11A	TODAY SHW3-NBC	:30	$400.00	09/14-09/14	1	1	1	$400.00	
	86	M	10A-11A	TODAY SHW3-NBC	:30	$400.00	09/17-09/17	1	1	1	$400.00	

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	92	SU	815P-1130P	NBC SUN-FTBL	:30	$5,000.00	09/16-09/16	1	1	1	$5,000.00	
	93	TU	2P-3P	THE DOCTORS	:30	$200.00	09/11-09/11	1	1	1	$200.00	

---REPORT TOTALS---

Report Totals: 59 / $47,300.00

---SALES MONTHLY TOTALS---

Sep 12: 59 / $47,300.00
Sales Totals: 59 / $47,300.00
Station Totals: 59 / $47,300.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$168,929	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