Rep Order# 6826018 **Ver#** 1 **Status** New **Traffic Order#**
EC'd Yes

Printed: 06/19/2012 2:47 PM
Last Received: 06/19/2012 1:36 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .CWA-LEGAL ACTION CO
Product CWA-LEG ACTION COMM
Estimate# 170
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency ( ) MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //170
Flight Dates 06/20/2012 - 06/29/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	7A-9A		:60	$3,000.00	06/20-06/22	3	1	3	$9,000.00	
		Buyline Comment: TODAY SHOW										
	2	W-F	12P-1P		:60	$300.00	06/20-06/22	3	1	3	$900.00	
		Buyline Comment: NEWS AT NOON										
	3	W-F	4P-5P		:60	$400.00	06/20-06/22	3	1	3	$1,200.00	
		Buyline Comment: ANDERSON COOPER										
	4	W-F	6P-630P		:60	$2,400.00	06/20-06/22	3	1	3	$7,200.00	
		Buyline Comment: NEWS										
	5	W-F	7P-730P		:60	$1,300.00	06/20-06/22	3	1	3	$3,900.00	
		Buyline Comment: ENT TONIGHT 30										
	6	W-F	730P-8P		:60	$1,200.00	06/20-06/22	3	1	3	$3,600.00	
		Buyline Comment: THE INSIDER										
	7	W-F	11P-1135P		:60	$1,300.00	06/20-06/22	3	1	3	$3,900.00	
		Buyline Comment: NEWS										
	8	W-TH	1135P-1235A		:60	$700.00	06/20-06/21	2	1	2	$1,400.00	
		Buyline Comment: TONITE SHOW										
	9	F	9P-11P		:60	$1,600.00	06/22-06/22	2	1	2	$3,200.00	
		Buyline Comment: DATELINE										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	10	SA	7P-8P		:60	$350.00	06/23-06/23	1	1	1	$350.00	
			Buyline Comment: ENT THIS WEEK									
	11	SA	9P-10P		:60	$600.00	06/23-06/23	1	1	1	$600.00	
			Buyline Comment: LAW AND ORDER SVU									
	12	SA	11P-1135P		:60	$1,300.00	06/23-06/23	1	1	1	$1,300.00	
			Buyline Comment: NEWS									
	13	SU	7A-8A		:60	$800.00	06/24-06/24	1	1	1	$800.00	
			Buyline Comment: NEWS									
	14	SU	9A-10A		:60	$1,600.00	06/24-06/24	1	1	1	$1,600.00	
			Buyline Comment: MEET THE PRESS									
	15	SU	6P-7P		:60	$600.00	06/24-06/24	1	1	1	$600.00	
			Buyline Comment: NEWS									
	16	SU	8P-9P		:60	$800.00	06/24-06/24	1	1	1	$800.00	
			Buyline Comment: DATELINE									
	17	M,W,F	7A-9A		:60	$3,000.00	06/25-06/29	3	1	3	$9,000.00	
			Buyline Comment: TODAY SHOW									
	18	TU-F	12P-1P		:60	$300.00	06/26-06/29	4	1	4	$1,200.00	
			Buyline Comment: NEWS AT NOON									
	19	TU-F	4P-5P		:60	$400.00	06/26-06/29	4	1	4	$1,600.00	
			Buyline Comment: ANDERSON COOPER									
	20	M,W,F	6P-630P		:60	$2,400.00	06/25-06/29	3	1	3	$7,200.00	
			Buyline Comment: NEWS									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	21	M,W,F	7P-730P		:60	$1,300.00	06/25-06/29	3	1	3	$3,900.00	
		Buyline Comment: ENT TONIGHT										
	22	M-W	730P-8P		:60	$1,200.00	06/25-06/27	3	1	3	$3,600.00	
		Buyline Comment: THE INSIDER										
	23	M-TH	11P-1135P		:60	$1,300.00	06/25-06/28	4	1	4	$5,200.00	
		Buyline Comment: NEWS										
	24	M,W,F	1135P-1235A		:60	$700.00	06/25-06/29	3	1	3	$2,100.00	
		Buyline Comment: TONITE SHOW										
	25	W	9P-10P		:60	$2,400.00	06/27-06/27	1	1	1	$2,400.00	
		Buyline Comment: LAW AND ORDER SVU										
	26	F	9P-11P		:60	$1,600.00	06/29-06/29	2	1	2	$3,200.00	
		Buyline Comment: DATELINE										

---REPORT TOTALS---

Report Totals: 62 / $79,750.00

---SALES MONTHLY TOTALS---

Jun 12: 32 / $40,350.00 Jul 12: 30 / $39,400.00

Sales Totals: 62 / $79,750.00

Station Totals: 62 / $79,750.00

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

---COMPETITIVE---

Market Totals	$215,541	CATV	0%	WAVY	37%	WGNT	0%	WPXV	0%	WTKR	33%
		WTVZ	0%	WVBT	4%	WVEC	26%				

---COMPETITIVE COMMENTS---

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COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE