Rep Order# 6816473 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/18/2012 1:53 PM
EC'd Yes **Last Received:** 05/17/2012 5:20 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .DEM. CNG. CMP COMM.
Product D.C.C.C.
Estimate# 1193
Buyer Sarah Levene
Phone#
Fax#

Agency ( ) GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1193
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 26,995
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	1	TU-F	5A-6A	WAVY NEWS-5A<	:30	$300.00	10/23-10/26	1	1	1	$300.00	
	2	TU-F	6A-7A	WAVY NEWS-6A<	:30	$700.00	10/23-10/26	3	1	3	$2,100.00	
	3	TU-F	7A-9A	TODAY SHW<	:30	$700.00	10/23-10/26	6	1	6	$4,200.00	
	4	TU-F	430A-459A	WAVY NEWS-430A<	:30	$60.00	10/23-10/26	1	1	1	$60.00	
	5	SU	6A-7A	WAVY NWS SUN6A	:30	$200.00	10/28-10/28	1	1	1	$200.00	
	6	SU	8A-9A	SUN TODAY-NBC	:30	$400.00	10/28-10/28	1	1	1	$400.00	
	7	SU	9A-10A	MEET PRESS-SUN	:30	$500.00	10/28-10/28	1	1	1	$500.00	
	8	TU-F	9A-10A	TODAY SHW2-NBC	:30	$250.00	10/23-10/26	1	1	1	$250.00	
	9	TU-F	10A-11A	TODAY SHW3-NBC	:30	$150.00	10/23-10/26	1	1	1	$150.00	
	10	TU-F	12P-1P	WAVY NEWS10-NN<	:30	$125.00	10/23-10/26	2	1	2	$250.00	
	11	TU-F	4P-5P	ANDERSON<	:30	$175.00	10/23-10/26	1	1	1	$175.00	

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	12	TU-F	5P-530P	WAVY NEWS10-5<	:30	$600.00	10/23-10/26	3	1	3	$1,800.00	
	13	TU-F	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/23-10/26	2	1	2	$1,400.00	
	14	TU-F	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/23-10/26	3	1	3	$2,400.00	
	15	SA	6P-630P	WAVY NW10 SAT1	:30	$300.00	10/27-10/27	1	1	1	$300.00	
	16	TU-F	7P-730P	ENT TONIGHT 30<	:30	$450.00	10/23-10/26	1	1	1	$450.00	
	17	TU-F	730P-8P	INSIDER<	:30	$400.00	10/23-10/26	1	1	1	$400.00	
	18	F	8P-9P	WHO DO YOU THINK YOU ARE?	:30	$700.00	10/26-10/26	1	1	1	$700.00	
	19	TU-F	11P-1135P	WAVY NEWS10-11<	:30	$550.00	10/23-10/26	1	1	1	$550.00	
	20	SA	11P-1130P	WAVY NEWS10-11	:30	$550.00	10/27-10/27	1	1	1	$550.00	
	21	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	$200.00	10/23-10/26	1	1	1	$200.00	
	22	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	$3,500.00	10/28-10/28	1	1	1	$3,500.00	
	23	M	5A-6A	WAVY NEWS-5A<	:30	$300.00	10/29-10/29	1	1	1	$300.00	
	24	M	6A-7A	WAVY NEWS-6A<	:30	$700.00	10/29-10/29	1	1	1	$700.00	
	25	M	7A-9A	TODAY SHW<	:30	$700.00	10/29-10/29	1	1	1	$700.00	
	26	M	430A-459A	WAVY NEWS-430A<	:30	$60.00	10/29-10/29	1	1	1	$60.00	
	27	M	9A-10A	TODAY SHW2-NBC	:30	$250.00	10/29-10/29	1	1	1	$250.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	28	M	10A-11A	TODAY SHW3-NBC	:30	$150.00	10/29-10/29	1	1	1	$150.00	
	29	M	12P-1P	WAVY NEWS10-NN<	:30	$125.00	10/29-10/29	1	1	1	$125.00	
	30	M	4P-5P	ANDERSON<	:30	$175.00	10/29-10/29	1	1	1	$175.00	
	31	M	5P-530P	WAVY NEWS10-5<	:30	$600.00	10/29-10/29	1	1	1	$600.00	
	32	M	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/29-10/29	1	1	1	$700.00	
	33	M	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/29-10/29	1	1	1	$800.00	
	34	M	7P-730P	ENT TONIGHT 30<	:30	$450.00	10/29-10/29	1	1	1	$450.00	
	35	M	730P-8P	INSIDER<	:30	$400.00	10/29-10/29	1	1	1	$400.00	
	36	M	11P-1135P	WAVY NEWS10-11<	:30	$550.00	10/29-10/29	1	1	1	$550.00	
	37	M	1135P-1235A	TONITE SHW-NBC<	:30	$200.00	10/29-10/29	1	1	1	$200.00	

--REPORT TOTALS---

Report Totals: 50 / $26,995.00

--SALES MONTHLY TOTALS--

Oct 12: 35 / $20,835.00 Nov 12: 15 / $6,160.00

Sales Totals: 50 / $26,995.00

Station Totals: 50 / $26,995.00

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

--COMPETITIVE---

Market Totals	$87,081	CATV	0%	WAVY	31%	WGNT	1%	WPXV	0%	WTKR	19%		
		WTVZ	2%	WVBT	11%	WVEC	36%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE