Rep Order# 6816477 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/18/2012 1:54 PM
EC'd Yes **Last Received:** 05/17/2012 5:19 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .DEM. CNG. CMP COMM.
Product D.C.C.C.
Estimate# 1192
Buyer Sarah Levene
Phone#
Fax#

Agency ( ) GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1192
Flight Dates 10/30/2012 - 11/06/2012
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 CONTRACT
TOTAL 37,920
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	10/30-11/02	2	1	2	$600.00	
	2	TU-F	6A-7A	WAVY NEWS-6A<	:30	$700.00	10/30-11/02	3	1	3	$2,100.00	
	3	TU	6A-7A	WAVY NEWS-6A<	:30	$700.00	11/06-11/06	1	1	1	$700.00	
	4	TU-F	7A-9A	TODAY SHW<	:30	$700.00	10/30-11/02	5	1	5	$3,500.00	
	5	TU	7A-9A	TODAY SHW<	:30	$700.00	11/06-11/06	1	1	1	$700.00	
	6	TU-F	430A-459A	WAVY NEWS-430A<	:30	$60.00	10/30-11/02	1	1	1	$60.00	
	7	SA	7A-8A	WAVY NWS SAT7A	:30	$300.00	11/03-11/03	1	1	1	$300.00	
	8	SU	7A-8A	WAVY NWS SUN7A	:30	$300.00	11/04-11/04	1	1	1	$300.00	
	9	SU	9A-10A	MEET PRESS-SUN	:30	$500.00	11/04-11/04	1	1	1	$500.00	
	10	TU-F	9A-10A	TODAY SHW2-NBC	:30	$250.00	10/30-11/02	2	1	2	$500.00	
	11	TU	9A-10A	TODAY SHW2-NBC	:30	$250.00	11/06-11/06	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
	12	TU-F	10A-11A	TODAY SHW3-NBC	:30	$150.00	10/30-11/02	2	1	2	$300.00	
	13	TU-F	11A-12P	HAMPTN RDS SHW<	:30	$125.00	10/30-11/02	2	1	2	$250.00	
	14	TU-F	12P-1P	WAVY NEWS10-NN<	:30	$125.00	10/30-11/02	2	1	2	$250.00	
	15	TU	12P-1P	WAVY NEWS10-NN<	:30	$125.00	11/06-11/06	1	1	1	$125.00	
	16	TU-F	3P-4P	MAURY POVICH<	:30	$175.00	10/30-11/02	2	1	2	$350.00	
	17	TU-F	4P-5P	ANDERSON<	:30	$175.00	10/30-11/02	2	1	2	$350.00	
	18	TU	4P-5P	ANDERSON<	:30	$175.00	11/06-11/06	1	1	1	$175.00	
	19	TU-F	5P-530P	WAVY NEWS10-5<	:30	$600.00	10/30-11/02	3	1	3	$1,800.00	
	20	TU-F	530P-6P	WAVY10NWS-5.30<	:30	$700.00	10/30-11/02	2	1	2	$1,400.00	
	21	TU-F	6P-630P	WAVY NEWS10-6<	:30	$800.00	10/30-11/02	3	1	3	$2,400.00	
	22	SU	6P-7P	WAVY NW10 SUN AT 6	:30	$300.00	11/04-11/04	1	1	1	$300.00	
	23	TU-F	7P-730P	ENT TONIGHT 30<	:30	$450.00	10/30-11/02	2	1	2	$900.00	
	24	TU-F	730P-8P	INSIDER<	:30	$400.00	10/30-11/02	2	1	2	$800.00	
	25	M	8P-10P	VOICE-NBC	:30	$900.00	11/05-11/05	1	1	1	$900.00	
	26	M	10P-11P	SMASH	:30	$1,100.00	11/05-11/05	1	1	1	$1,100.00	
	27	TU	8P-10P	BIGST LR13-NBC	:30	$1,200.00	10/30-10/30	1	1	1	$1,200.00	
	28	F	10P-11P	DATELNE FR-NBC	:30	$900.00	11/02-11/02	1	1	1	$900.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	$1,000.00	11/04-11/04	1	1	1	$1,000.00	
	30	TU-F	11P-1135P	WAVY NEWS10-11<	:30	$550.00	10/30-11/02	3	1	3	$1,650.00	
	31	SA	11P-1130P	WAVY NEWS10-11	:30	$550.00	11/03-11/03	1	1	1	$550.00	
	32	TU-F,M	1135P-1235A	TONITE SHW-NBC<	:30	$200.00	10/30-11/05	4	1	4	$800.00	
	33	SA	1130P-1A	SAT NITE LIVE	:30	$450.00	11/03-11/03	1	1	1	$450.00	
	34	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	$3,500.00	11/04-11/04	1	1	1	$3,500.00	
	35	M	5A-6A	WAVY NEWS-5A<	:30	$300.00	11/05-11/05	1	1	1	$300.00	
	36	M	6A-7A	WAVY NEWS-6A<	:30	$700.00	11/05-11/05	1	1	1	$700.00	
	37	M	7A-9A	TODAY SHW<	:30	$700.00	11/05-11/05	2	1	2	$1,400.00	
	38	M	430A-459A	WAVY NEWS-430A<	:30	$60.00	11/05-11/05	1	1	1	$60.00	
	39	M	9A-10A	TODAY SHW2-NBC	:30	$250.00	11/05-11/05	1	1	1	$250.00	
	40	M	10A-11A	TODAY SHW3-NBC	:30	$150.00	11/05-11/05	1	1	1	$150.00	
	41	M	11A-12P	HAMPTN RDS SHW<	:30	$125.00	11/05-11/05	1	1	1	$125.00	
	42	M	12P-1P	WAVY NEWS10-NN<	:30	$125.00	11/05-11/05	1	1	1	$125.00	
	43	M	3P-4P	MAURY POVICH<	:30	$175.00	11/05-11/05	1	1	1	$175.00	

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	44	M	4P-5P	ANDERSON<	:30	$175.00	11/05-11/05	1	1	1	$175.00	
	45	M	5P-530P	WAVY NEWS10-5<	:30	$600.00	11/05-11/05	1	1	1	$600.00	
	46	M	530P-6P	WAVY10NWS-5.30<	:30	$700.00	11/05-11/05	1	1	1	$700.00	
	47	M	6P-630P	WAVY NEWS10-6<	:30	$800.00	11/05-11/05	1	1	1	$800.00	
	48	M	7P-730P	ENT TONIGHT 30<	:30	$450.00	11/05-11/05	1	1	1	$450.00	
	49	M	730P-8P	INSIDER<	:30	$400.00	11/05-11/05	1	1	1	$400.00	
	50	M	11P-1135P	WAVY NEWS10-11<	:30	$550.00	11/05-11/05	1	1	1	$550.00	

---REPORT TOTALS---
Report Totals: 76 / $37,920.00

---SALES MONTHLY TOTALS---

Nov 12: 76 / $37,920.00
Sales Totals: 76 / $37,920.00
Station Totals: 76 / $37,920.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$122,323	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+

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--- CREDIT RISK ---

CASH IN ADVANCE