Rep Order# 6825059 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/15/2012 12:15 PM
EC'd Yes **Last Received:** 06/15/2012 12:03 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .MAJORITY PAC
Product SENATE MAJORITY PAC
Estimate# 1327
Buyer Spencer Wood
Phone#
Fax#

Agency ( ) WATERFRONT STRATEGIES
1010 WISCONSIN AVE, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1327
Flight Dates 06/18/2012 - 06/26/2012
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	M-F	9A-10A	TODAY SHW2-NBC	:30	$350.00	06/18-06/22	3	1	3	$1,050.00	
	2	M-F	12P-1P	WAVY NEWS10-NN	:30	$200.00	06/18-06/22	1	1	1	$200.00	
	3	M-F	1P-2P	DAYS-OUR LIVES	:30	$300.00	06/18-06/22	2	1	2	$600.00	
	4	M-F	2P-3P	DOCTORS	:30	$150.00	06/18-06/22	2	1	2	$300.00	
	5	M-F	4P-5P	ANDERSON	:30	$300.00	06/18-06/22	1	1	1	$300.00	
	6	M-F	5P-530P	WAVY NEWS10-5	:30	$800.00	06/18-06/22	2	1	2	$1,600.00	
	7	M-F	6P-630P	WAVY NEWS10-6	:30	$1,500.00	06/18-06/22	1	1	1	$1,500.00	
	8	M-F	7P-730P	ENT TONIGHT 30	:30	$700.00	06/18-06/22	2	1	2	$1,400.00	
	9	SA	7P-8P	ENT TONITE60 W	:30	$200.00	06/23-06/23	1	1	1	$200.00	
	10	M	8P-9P	AGT	:30	$1,800.00	06/18-06/18	1	1	1	$1,800.00	
	11	W	8P-9P	OFF-RCKRS-NBC/OFF-RCK830-NBC	:30	$1,000.00	06/20-06/20	1	1	1	$1,000.00	
	12	M-F	11P-1135P	WAVY NEWS10-11<	:30	$850.00	06/18-06/22	2	1	2	$1,700.00	
	13	M-TU	5A-6A	WAVY NEWS 10 TODAY @ 5AM	:30	$350.00	06/25-06/26	3	1	3	$1,050.00	
	14	M-TU	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	$700.00	06/25-06/26	4	1	4	$2,800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	M-TU	7A-9A	TODAY SHOW (WK OF 6/25/12 ONLY)	:30	$700.00	06/25-06/26	3	1	3	$2,100.00	
	16	M-F	430A-5A	WAVY NEWS 10 TODAY @ 430AM	:30	$75.00	06/18-06/22	2	1	2	$150.00	
	17	M-TU	9A-10A	TODAY SHOW 2	:30	$275.00	06/25-06/26	5	1	5	$1,375.00	
	18	M-TU	1P-2P	DAYS OF OUR LIVES	:30	$175.00	06/25-06/26	2	1	2	$350.00	
	19	M-TU	5P-530P	WAVY NEWS 10 @ 5PM	:30	$450.00	06/25-06/26	3	1	3	$1,350.00	
	20	M-TU	530P-6P	WAVY NEWS 10 @ 530PM	:30	$500.00	06/25-06/26	3	1	3	$1,500.00	
	21	M-TU	6P-630P	WAVY NEWS 10 @ 6PM	:30	$700.00	06/25-06/26	3	1	3	$2,100.00	
	22	M-TU	7P-730P	ENTERTAINMENT TONIGHT	:30	$700.00	06/25-06/26	2	1	2	$1,400.00	
	23	M-TU	730P-8P	THE INSIDER	:30	$650.00	06/25-06/26	2	1	2	$1,300.00	
	24	M	8P-9P	FEAR FACTOR	:30	$800.00	06/25-06/25	1	1	1	$800.00	
	25	M	9P-10P	AMERICAN NINJA WARRIOR	:30	$800.00	06/25-06/25	1	1	1	$800.00	
	26	M-TU	11P-1135P	WAVY NEWS 10 @ 11PM	:30	$800.00	06/25-06/26	2	1	2	$1,600.00	
	27	M-TU	1135P-1235A	THE TONIGHT SHOW (NA 7/27/12-8/10/	:30	$250.00	06/25-06/26	2	1	2	$500.00	

---REPORT TOTALS---

Report Totals: 57 / $30,825.00

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--SALES MONTHLY TOTALS--

Jun 12: 21 / $11,800.00 Jul 12: 36 / $19,025.00

Sales Totals: 57 / $30,825.00

Station Totals: 57 / $30,825.00

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

--COMPETITIVE---

Market Totals	$110,089	CATV	0%	WAVY	28%	WGNT	3%	WPXV	0%	WTKR	22%
		WTVZ	0%	WVBT	8%	WVEC	39%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE