Rep Order# 6829958 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/26/2012 10:52 AM
EC'd Yes **Last Received:** 06/26/2012 10:48 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .MAJORITY PAC
Product MAJORITY PAC
Estimate# 1378
Buyer Spencer Wood
Phone#
Fax#

Agency ( ) WATERFRONT STRATEGIES
1010 WISCONSIN AVE, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1378
Flight Dates 06/27/2012 - 07/10/2012
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	5A-6A	WAVY NEWS 10 TODAY @ 5AM	:30	$400.00	06/27-06/29	1	1	1	$400.00	
	2	W-F	7A-9A	TODAY SHOW (WK OF 6/25/12 ONLY)	:30	$1,200.00	06/27-06/29	1	1	1	$1,200.00	
	3	SA	7A-8A	WAVY NEWS 10 SATURDAY @ 7AM	:30	$450.00	06/30-06/30	1	1	1	$450.00	
	4	SU	8A-9A	SUNDAY TODAY SHOW	:30	$750.00	07/01-07/01	1	1	1	$750.00	
	5	W-F	12P-1P	WAVY NEWS 10 @ NOON	:30	$150.00	06/27-06/29	1	1	1	$150.00	
	6	W-F	1P-2P	DAYS OF OUR LIVES	:30	$250.00	06/27-06/29	1	1	1	$250.00	
	7	W-F	4P-5P	ANDERSON COOPER	:30	$200.00	06/27-06/29	1	1	1	$200.00	
	8	W-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	$500.00	06/27-06/29	1	1	1	$500.00	
	9	W-F	530P-6P	WAVY NEWS 10 @ 530PM	:30	$500.00	06/27-06/29	1	1	1	$500.00	
	10	W-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,000.00	06/27-06/29	1	1	1	$1,000.00	
	11	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	$300.00	06/30-06/30	1	1	1	$300.00	
	12	SU	6P-7P	WAVY NEWS 10 SUNDAY @ 6PM	:30	$300.00	07/01-07/01	1	1	1	$300.00	
	13	W-F	7P-730P	ENTERTAINMENT TONIGHT	:30	$700.00	06/27-06/29	1	1	1	$700.00	
	14	M-F	12P-1P	WAVY NEWS 10 @ NOON	:30	$125.00	07/02-07/06	2	1	2	$250.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	M-TU	12P-1P	WAVY NEWS 10 @ NOON	:30	$125.00	07/09-07/10	1	1	1	$125.00	
	16	M-F	1P-2P	DAYS OF OUR LIVES	:30	$175.00	07/02-07/06	2	1	2	$350.00	
	17	M-TU	1P-2P	DAYS OF OUR LIVES	:30	$175.00	07/09-07/10	1	1	1	$175.00	
	18	M-F	4P-5P	ANDERSON COOPER	:30	$200.00	07/02-07/06	2	1	2	$400.00	
	19	M-TU	4P-5P	ANDERSON COOPER	:30	$200.00	07/09-07/10	1	1	1	$200.00	
	20	M-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	$500.00	07/02-07/06	3	1	3	$1,500.00	
	21	M-TU	5P-530P	WAVY NEWS 10 @ 5PM	:30	$500.00	07/09-07/10	1	1	1	$500.00	
	22	M-F	7P-730P	ENTERTAINMENT TONIGHT	:30	$700.00	07/02-07/06	1	1	1	$700.00	
	23	M-TU	7P-730P	ENTERTAINMENT TONIGHT	:30	$700.00	07/09-07/10	1	1	1	$700.00	
	24	SA	6A-7A		:30	$300.00	06/30-06/30	1	1	1	$300.00	

Buyline Comment: NEWS

---REPORT TOTALS---

Report Totals: 29 / $11,900.00

---SALES MONTHLY TOTALS---

Jul 12: 29 / $11,900.00

Sales Totals: 29 / $11,900.00

Station Totals: 29 / $11,900.00

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

--COMPETITIVE---

Market Totals	$42,500	CATV	0%	WAVY	28%	WGNT	0%	WPXV	0%	WTKR	21%
		WTVZ	0%	WVBT	12%	WVEC	39%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE