Rep Order# 6830369 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/27/2012 2:05 PM
EC'd Yes **Last Received:** 06/27/2012 2:02 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .MAJORITY PAC
Product Issue
Estimate# 1383
Buyer Spencer Wood
Phone#
Fax#

Agency ( ) WATERFRONT STRATEGIES
1010 WISCONSIN AVE, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1383
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	SU	9A-10A	MEET THE PRESS	:30	$800.00	07/01-07/01	1	1	1	$800.00	
	2	W-F	12P-1P	WAVY NEWS 10 @ NOON	:30	$150.00	06/27-06/29	1	1	1	$150.00	
	3	W-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	$500.00	07/04-07/06	1	1	1	$500.00	
	4	W-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,000.00	06/27-06/29	1	1	1	$1,000.00	
	5	W-F	7P-730P	ENTERTAINMENT TONIGHT	:30	$700.00	07/04-07/06	1	1	1	$700.00	

--REPORT TOTALS---

Report Totals: 5 / $3,150.00

--SALES MONTHLY TOTALS--

Jul 12: 5 / $3,150.00

Sales Totals: 5 / $3,150.00

Station Totals: 5 / $3,150.00

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

--COMPETITIVE---

Market Totals	$7,875	CATV	0%	WAVY	40%	WGNT	0%	WPXV	0%	WTKR	21%
		WTVZ	0%	WVBT	0%	WVEC	39%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

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Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE