Rep Order# 6835434 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/23/2012 2:35 PM
EC'd Yes **Last Received:** 07/23/2012 12:23 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .MAJORITY PAC
Product MAJORITY PAC
Estimate# 1501
Buyer Spencer Wood
Phone#
Fax#

Agency ( ) WATERFRONT STRATEGIES
1010 WISCONSIN AVE, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1501
Flight Dates 07/24/2012 - 07/30/2012
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 6,775.00
PLS CONFIRM ASAP
THANKS,ANGELA

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	$1,200.00	07/29-07/29	1	1	1	$1,200.00	
		Buyline Comment: UPDATED										
	2	TU-F	9A-10A	TODAY SHOW 2	:30	$500.00	07/24-07/27	1	1	1	$500.00	
		Buyline Comment: UPDATED										
	3	TU-F	12P-1P	WAVY NEWS 10 @ NOON	:30	$200.00	07/24-07/27	1	1	1	$200.00	
		Buyline Comment: UPDATED										
	4	TU-F	4P-5P	ANDERSON COOPER	:30	$275.00	07/24-07/27	1	1	1	$275.00	
		Buyline Comment: UPDATED										
	5	TU-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,200.00	07/24-07/27	1	1	1	$1,200.00	
		Buyline Comment: UPDATED										
	6	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	$500.00	07/28-07/28	1	1	1	$500.00	
		Buyline Comment: UPDATED										
	7	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:30	$1,000.00	07/24-07/27	1	1	1	$1,000.00	
		Buyline Comment: UPDATED										
	8	M	9A-10A	TODAY SHOW 2	:30	$500.00	07/30-07/30	1	1	1	$500.00	
		Buyline Comment: UPDATED										

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	10	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,200.00	07/30-07/30	1	1	1	$1,200.00	
			Buyline Comment: UPDATED									

---REPORT TOTALS---

Report Totals: 10 / $6,775.00

---SALES MONTHLY TOTALS---

Jul 12: 7 / $4,875.00 Aug 12: 3 / $1,900.00

Sales Totals: 10 / $6,775.00

Station Totals: 10 / $6,775.00

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

---COMPETITIVE---

Market Totals	$6,776	CATV	0%	WAVY	29%	WGNT	4%	WPXV	0%	WTKR	27%		
		WTVZ	0%	WVBT	5%	WVEC	34%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE