Rep Order# 6836790 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/26/2012 1:49 PM
EC'd Yes **Last Received:** 07/26/2012 1:25 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .MAJORITY PAC
Product Issue
Estimate# 1504
Buyer Spencer Wood
Phone#
Fax#

Agency ( ) WATERFRONT STRATEGIES
1010 WISCONSIN AVE, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1504
Flight Dates 07/24/2012 - 08/02/2012
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
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	2	F	9A-10A	TODAY SHOW 2	:30	$500.00	07/27-07/27	1	1	1	$500.00	
	3	F	12P-1P	WAVY NEWS 10 @ NOON	:30	$200.00	07/27-07/27	2	1	2	$400.00	
	4	F	4P-5P	ANDERSON COOPER	:30	$275.00	07/27-07/27	1	1	1	$275.00	
	5	F	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,200.00	07/27-07/27	1	1	1	$1,200.00	
	6	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	$500.00	07/28-07/28	1	1	1	$500.00	
	7	F	7P-730P	ENTERTAINMENT TONIGHT	:30	$1,000.00	07/27-07/27	1	1	1	$1,000.00	
	8	M	9A-10A	TODAY SHOW 2	:30	$500.00	07/30-07/30	1	1	1	$500.00	
	9	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	$1,200.00	07/30-07/30	1	1	1	$1,200.00	
	10	M	7P-730P	ENTERTAINMENT TONIGHT	:30	$1,200.00	07/30-07/30	1	1	1	$1,200.00	

--REPORT TOTALS---

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Salesperson FAX# 215-567-5938

Report Totals: 10 / $6,775.00

--SALES MONTHLY TOTALS--

Jul 12: 7 / $3,875.00 Aug 12: 3 / $2,900.00

Sales Totals: 10 / $6,775.00
Station Totals: 10 / $6,775.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$22,583	CATV	0%	WAVY	30%	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