Rep Order# 6837891 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 08/01/2012 9:55 AM
EC'd Yes **Last Received:** 07/31/2012 7:48 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .MAJORITY PAC
Product SENATE MAJORITY PAC
Estimate# 1538
Buyer Spencer Wood
Phone#
Fax#

Agency ( ) WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1538
Flight Dates 08/03/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: SENATE MAJORITY PAC SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS $8775
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	5	M-TU	530P-6P	530PM NEWS	:30	$1,500.00	08/06-08/07	1	1	1	$1,500.00	
	6	F	6P-630P	6PM NEWS	:30	$1,800.00	08/03-08/03	1	1	1	$1,800.00	
	7	SA	6P-630P	SATURDAY 6PM NEWS	:30	$500.00	08/04-08/04	1	1	1	$500.00	
	8	F	7P-730P	ENTERTAINMENT TONIGHT	:30	$1,200.00	08/03-08/03	1	1	1	$1,200.00	
	9	M-TU	6P-630P	6PM NEWS	:30	$1,800.00	08/06-08/07	1	1	1	$1,800.00	
	10	M-TU	7P-730P	ENTERTAINMENT TONIGHT	:30	$1,200.00	08/06-08/07	1	1	1	$1,200.00	
	11	M-TU	5A-6A	EARLY AM NEWS	:30	$650.00	08/06-08/07	1	1	1	$650.00	
	12	F	430A-459A	EARLY TODAY	:30	$125.00	08/03-08/03	1	1	1	$125.00	

--REPORT TOTALS---

Report Totals: 8 / $8,775.00

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--SALES MONTHLY TOTALS--

Aug 12: 8 / $8,775.00
Sales Totals: 8 / $8,775.00
Station Totals: 8 / $8,775.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$27,422	CATV	0%	WAVY	32%	WGNT	4%	WPXV	0%	WTKR	22%		
		WTVZ	0%	WVBT	5%	WVEC	37%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE