**Rep Order#** 6863254 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/12/2012 1:54 PM
**EC'd** Yes **Last Received:** 10/12/2012 10:27 AM
**Showing Buylines:** All Lines

**Station** WAVY-TV NORFOLK, VA.
**Advertiser** ( ) .NATIONAL RIFLE ASSN
**Product** NATIONAL RIFLE ASSN
**Estimate#** 3341
**Buyer** AMAG MediaAssistant
**Phone#**
**Fax#**

**Agency** ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
**Agency C/P1/P2/E** 137/490/3341
**Flight Dates** 10/15/2012 - 10/21/2012
**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 13,400
PLS CONFIRM ASAP
THANKS,ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | M | 1135P-1235A | TONITE SHW-NBC | :30 | $500.00 | 10/15-10/15 | 2 | 1 | 2 | $1,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| | 2 | TU | 1135P-1235A | TONITE SHW-NBC | :30 | $500.00 | 10/16-10/16 | 2 | 1 | 2 | $1,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| | 3 | W | 1135P-1235A | TONITE SHW-NBC | :30 | $500.00 | 10/17-10/17 | 2 | 1 | 2 | $1,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| | 4 | TH | 1135P-1235A | TONITE SHW-NBC | :30 | $500.00 | 10/18-10/18 | 2 | 1 | 2 | $1,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| | 5 | F | 1135P-1235A | TONITE SHW-NBC | :30 | $500.00 | 10/19-10/19 | 2 | 1 | 2 | $1,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| | 6 | M | 1235A-135A | J FALLON-NBC | :30 | $150.00 | 10/15-10/15 | 2 | 1 | 2 | $300.00 | |
| Rating: 1.0 | | | | | | | | | | | | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 7 | TU | 1235A-135A | J FALLON-NBC | :30 | $150.00 | 10/16-10/16 | 2 | 1 | 2 | $300.00 | |
| Rating: 1.0 | | | | | | | | | | | | |
| | 8 | W | 1235A-135A | J FALLON-NBC | :30 | $150.00 | 10/17-10/17 | 2 | 1 | 2 | $300.00 | |
| Rating: 1.0 | | | | | | | | | | | | |
| | 9 | TH | 1235A-135A | J FALLON-NBC | :30 | $150.00 | 10/18-10/18 | 2 | 1 | 2 | $300.00 | |
| Rating: 1.0 | | | | | | | | | | | | |
| | 10 | F | 1235A-135A | J FALLON-NBC | :30 | $150.00 | 10/19-10/19 | 2 | 1 | 2 | $300.00 | |
| Rating: 1.0 | | | | | | | | | | | | |
| | 11 | SA | 6P-630P | WAVY NWS POST N.DAME FTBL | :30 | $500.00 | 10/20-10/20 | 1 | 1 | 1 | $500.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| | 12 | SA | 1130P-1A | SAT NITE LIVE | :30 | $800.00 | 10/20-10/20 | 3 | 1 | 3 | $2,400.00 | |
| Rating: 4.5 | | | | | | | | | | | | |
| | 13 | SU | 6A-7A | WAVY NWS SUN6A | :30 | $500.00 | 10/21-10/21 | 1 | 1 | 1 | $500.00 | |
| Rating: 3.0 | | | | | | | | | | | | |
| | 14 | SU | 8A-9A | SUN TODAY-NBC | :30 | $1,200.00 | 10/21-10/21 | 1 | 1 | 1 | $1,200.00 | |
| Rating: 5.4 | | | | | | | | | | | | |
| | | Buyline Comment: 176 | | | | | | | | | | |
| | 15 | SU | 6P-7P | WAVY NW10 SUN1 | :30 | $500.00 | 10/21-10/21 | 1 | 1 | 1 | $500.00 | |
| Rating: 3.0 | | | | | | | | | | | | |
| | 16 | SU | 7P-810P | NFL PREGAME SHOW | :30 | $1,800.00 | 10/21-10/21 | 1 | 1 | 1 | $1,800.00 | |
| Rating: 6.5 | | | | | | | | | | | | |

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**--REPORT TOTALS---**

Report Totals: 28 / $13,400.00

**--SALES MONTHLY TOTALS--**

Oct 12: 28 / $13,400.00

Sales Totals: 28 / $13,400.00

Station Totals: 28 / $13,400.00

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

**--COMPETITIVE---**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Market Totals | $70,526 | CATV | 0% | WAVY | 19% | WGNT | 2% | WPXV | 0% | WTKR | 13% | | |
| | | WTVZ | 0% | WVBT | 58% | WVEC | 8% | | | | | | |

**--COMPETITIVE COMMENTS---**

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

**-- CREDIT RISK ---**

CASH IN ADVANCE