Rep Order# 6861357 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/05/2012 12:40 PM
EC'd Yes **Last Received:** 10/05/2012 9:24 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .NATIONAL RIFLE ASSN
Product N.R.A.
Estimate# 3316
Buyer AMAG MediaAssistant
Phone#
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 137/490/3316
Flight Dates 10/08/2012 - 10/14/2012
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 23,400
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SU	6A-7A	WAVY NWS SUN6A	:30	$500.00	10/14-10/14	1	1	1	$500.00	
Rating: 3.0												
	2	SU	8A-9A	SUN TODAY-NBC	:30	$1,200.00	10/14-10/14	1	1	1	$1,200.00	
Rating: 5.4												
	3	M	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/08-10/08	1	1	1	$2,000.00	
Rating: 6.5												
	4	TU	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/09-10/09	1	1	1	$2,000.00	
Rating: 6.5												
	5	W	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/10-10/10	1	1	1	$2,000.00	
Rating: 6.5												
	6	TH	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/11-10/11	1	1	1	$2,000.00	
Rating: 6.5												
	7	F	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/12-10/12	1	1	1	$2,000.00	
Rating: 6.5												
	8	SA	6P-630P	WAVY NWS POST N.DAME FTBL	:30	$500.00	10/13-10/13	1	1	1	$500.00	
Rating: 3.2												

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	9	SU	6P-7P	WAVY NW10 SUN1	:30	$500.00	10/14-10/14	1	1	1	$500.00	
Rating: 3.0												
	10	M	1135P-1235A	TONITE SHW-NBC	:30	$500.00	10/08-10/08	2	1	2	$1,000.00	
Rating: 2.7												
	11	TU	1135P-1235A	TONITE SHW-NBC	:30	$500.00	10/09-10/09	2	1	2	$1,000.00	
Rating: 2.7												
	12	W	1135P-1235A	TONITE SHW-NBC	:30	$500.00	10/10-10/10	2	1	2	$1,000.00	
Rating: 2.7												
	13	TH	1135P-1235A	TONITE SHW-NBC	:30	$500.00	10/11-10/11	2	1	2	$1,000.00	
Rating: 2.7												
	14	F	1135P-1235A	TONITE SHW-NBC	:30	$500.00	10/12-10/12	2	1	2	$1,000.00	
Rating: 2.7												
	15	M	1235A-135A	J FALLON-NBC	:30	$150.00	10/08-10/08	2	1	2	$300.00	
Rating: 1.0												
	16	TU	1235A-135A	J FALLON-NBC	:30	$150.00	10/09-10/09	2	1	2	$300.00	
Rating: 1.0												
	17	W	1235A-135A	J FALLON-NBC	:30	$150.00	10/10-10/10	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
	18	TH	1235A-135A	J FALLON-NBC	:30	$150.00	10/11-10/11	2	1	2	$300.00	
Rating: 1.0												
	19	F	1235A-135A	J FALLON-NBC	:30	$150.00	10/12-10/12	2	1	2	$300.00	
Rating: 1.0												
	20	SA	1130P-1A	SAT NITE LIVE	:30	$800.00	10/13-10/13	3	1	3	$2,400.00	
Rating: 4.5												
	21	SU	7P-810P	NFL PREGAME SHOW	:30	$1,800.00	10/14-10/14	1	1	1	$1,800.00	
Rating: 6.5												

--REPORT TOTALS---

Report Totals: 33 / $23,400.00

--SALES MONTHLY TOTALS--

Oct 12: 33 / $23,400.00

Sales Totals: 33 / $23,400.00

Station Totals: 33 / $23,400.00

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

--COMPETITIVE---

Market Totals	$66,857	CATV	0%	WAVY	35%	WGNT	2%	WPXV	0%	WTKR	14%		
		WTVZ	0%	WVBT	44%	WVEC	5%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE