Rep Order# 6861159 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/04/2012 2:55 PM
EC'd Yes **Last Received:** 10/04/2012 2:42 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PATRIOT MAJORITY
Product PATRIOT MAJORITY
Estimate# 1709
Buyer Michele Certo
Phone#
Fax#

Agency ( ) THE NEW MEDIA FIRM
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 371/389/1709
Flight Dates 10/05/2012 - 10/08/2012
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 8,800
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	6A-7A	WAVY NEWS-6A<	:30	$2,000.00	10/05-10/05	1	1	1	$2,000.00	
	2	M	7A-9A	TODAY SHW<	:30	$2,000.00	10/08-10/08	1	1	1	$2,000.00	
	3	M	1P-2P	DAYS-OUR LIVES<	:30	$350.00	10/08-10/08	1	1	1	$350.00	
	4	F	3P-4P	MAURY POVICH<	:30	$450.00	10/05-10/05	1	1	1	$450.00	
	5	M	8P-10P	VOICE	:30	$4,000.00	10/08-10/08	1	1	1	$4,000.00	

--REPORT TOTALS---

Report Totals: 5 / $8,800.00

--SALES MONTHLY TOTALS--

Oct 12: 5 / $8,800.00
Sales Totals: 5 / $8,800.00
Station Totals: 5 / $8,800.00
Lines not sent/rcld/rtrn: 0 / $0.00

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--COMPETITIVE---

Market Totals	$48,889	CATV	0%	WAVY	18%	WGNT	0%	WPXV	0%	WTKR	39%
		WTVZ	0%	WVBT	0%	WVEC	43%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE