Rep Order# 6815088 **Ver#** 5 **Status** Revised **Traffic Order#** **Printed:** 05/21/2012 10:07 AM
EC'd Yes **Last Received:** 05/18/2012 1:26 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACTIO
Estimate# 1494
Buyer Media Placement
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1494
Flight Dates 05/15/2012 - 05/21/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION/LCV VICTORY FUND SC=*

-- REMARKS --

VER 5 ISSUED TO REVISE RATES TO CLEAR LN'S 6,
8, 10, 15-16, 23 & 30-31; CXL SPOTS N/A LN'S
7, 9, 14, 22 & 32; ADD SPOT TO SKED ON LN 35
CONTRACT TOTAL REMAINS $10,000
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	W	7A-9A	TODAY SHW<	:30	$1,000.00	05/16-05/16	1	1	1	$1,000.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V5 REVISE RATE TO CLEAR										
		V5 More than 2 codes changed										
	*7	F	7A-9A	TODAY SHW<	:30	$750.00	05/18-05/18	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V5 CXL DUE N/A										
		V5 More than 2 codes changed										
	*8	M	7A-9A	TODAY SHW<	:30	$1,000.00	05/21-05/21	1	1	1	$1,000.00	
		Buyline Comment: REVISE RATE TO CLEAR										
		Sales Remark: V5 REVISE RATE TO CLEAR										
		V5 More than 2 codes changed										
	*9	TU	530P-6P	WAVY10NWS-5.30<	:30	$450.00	05/15-05/15	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V5 CXL DUE N/A										
		V5 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*10	TH	530P-6P	WAVY10NWS-5.30<	:30	$700.00	05/17-05/17	1	1	1	$700.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V5 REVISE RATE TO CLEAR								
				V5 More than 2 codes changed								
	*14	W	730P-8P	INSIDER<	:30	$350.00	05/16-05/16	0	0	0	$0.00	
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V5 CXL DUE N/A								
				V5 More than 2 codes changed								
	*15	F	730P-8P	INSIDER<	:30	$500.00	05/18-05/18	1	1	1	$500.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V5 REVISE RATE TO CLEAR								
				V5 More than 2 codes changed								
	*16	M	730P-8P	INSIDER<	:30	$500.00	05/21-05/21	1	1	1	$500.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V5 REVISE RATE TO CLEAR								
				V5 More than 2 codes changed								
	*22	TU	7P-730P	ENT TONIGHT 30<	:30	$400.00	05/15-05/15	0	0	0	$0.00	
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V5 CXL DUE N/A								
				V5 More than 2 codes changed								
	*23	TH	7P-730P	ENT TONIGHT 30<	:30	$550.00	05/17-05/17	1	1	1	$550.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V5 REVISE RATE TO CLEAR								
				V5 More than 2 codes changed								
	*30	W	1135P-1235A	TONITE SHW-NBC<	:30	$200.00	05/16-05/16	1	1	1	$200.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V5 REVISE RATE TO CLEAR								
				V5 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*31	F	1135P-1235A	TONITE SHW-NBC<	:30	$200.00	05/18-05/18	1	1	1	$200.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V5 REVISE RATE TO CLEAR								
				V5 More than 2 codes changed								
	*32	M	1135P-1235A	TONITE SHW-NBC<	:30	$150.00	05/21-05/21	0	0	0	$0.00	
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V5 CXL DUE N/A								
				V5 More than 2 codes changed								
	*35	M	6P-630P	6P NEWS	:30	$800.00	05/21-05/21	1	1	1	$800.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V5 ADD TO SKED								
				V5 Added								

---REPORT TOTALS---

Report Totals: 9 / $5,450.00

---SALES MONTHLY TOTALS---

May 12: 30 / $10,000.00

Sales Totals: 30 / $10,000.00

Station Totals: 30 / $10,000.00

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

---COMPETITIVE---

Market Totals	$32,258	CATV	5%	WAVY	26%	WGNT	7%	WPXV	0%	WTKR	18%		
		WTVZ	0%	WVBT	8%	WVEC	36%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

CATV=WTVD

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Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE