Rep Order# 6815804 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/16/2012 4:08 PM
EC'd Yes **Last Received:** 05/16/2012 10:58 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACTIO
Estimate# 1495
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1495
Flight Dates 05/22/2012 - 05/28/2012
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	TU	3P-4P	MAURY POVICH<	:30	$200.00	05/22-05/22	1	1	1	$200.00	
	2	W	3P-4P	MAURY POVICH<	:30	$200.00	05/23-05/23	1	1	1	$200.00	
	3	TH	3P-4P	MAURY POVICH<	:30	$200.00	05/24-05/24	1	1	1	$200.00	
	4	F	3P-4P	MAURY POVICH<	:30	$200.00	05/25-05/25	1	1	1	$200.00	
	5	M	3P-4P	MAURY POVICH<	:30	$200.00	05/28-05/28	1	1	1	$200.00	
	6	W	7A-9A	TODAY SHW<	:30	$1,000.00	05/23-05/23	1	1	1	$1,000.00	
	7	F	7A-9A	TODAY SHW<	:30	$1,000.00	05/25-05/25	1	1	1	$1,000.00	
	8	M	7A-9A	TODAY SHW<	:30	$1,000.00	05/28-05/28	1	1	1	$1,000.00	
	9	TU	530P-6P	WAVY10NWS-5.30<	:30	$800.00	05/22-05/22	1	1	1	$800.00	
	10	TH	530P-6P	WAVY10NWS-5.30<	:30	$800.00	05/24-05/24	1	1	1	$800.00	
	11	W	4P-5P	ANDERSON<	:30	$200.00	05/23-05/23	1	1	1	$200.00	

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	12	F	4P-5P	ANDERSON<	:30	$200.00	05/25-05/25	1	1	1	$200.00	
	13	M	4P-5P	ANDERSON<	:30	$200.00	05/28-05/28	1	1	1	$200.00	
	14	W	730P-8P	INSIDER<	:30	$600.00	05/23-05/23	1	1	1	$600.00	
	15	F	730P-8P	INSIDER<	:30	$600.00	05/25-05/25	1	1	1	$600.00	
	16	M	730P-8P	INSIDER<	:30	$600.00	05/28-05/28	1	1	1	$600.00	
	17	TU	5A-6A	WAVY NEWS-5A<	:30	$350.00	05/22-05/22	1	1	1	$350.00	
	18	W	5A-6A	WAVY NEWS-5A<	:30	$350.00	05/23-05/23	1	1	1	$350.00	
	19	TH	5A-6A	WAVY NEWS-5A<	:30	$350.00	05/24-05/24	1	1	1	$350.00	
	20	F	5A-6A	WAVY NEWS-5A<	:30	$350.00	05/25-05/25	1	1	1	$350.00	
	21	M	5A-6A	WAVY NEWS-5A<	:30	$350.00	05/28-05/28	1	1	1	$350.00	
	22	TU	7P-730P	ENT TONIGHT 30<	:30	$650.00	05/22-05/22	1	1	1	$650.00	
	23	TH	7P-730P	ENT TONIGHT 30<	:30	$650.00	05/24-05/24	1	1	1	$650.00	
	24	W	9A-10A	TODAY SHW2-NBC	:30	$300.00	05/23-05/23	1	1	1	$300.00	
	25	F	9A-10A	TODAY SHW2-NBC	:30	$300.00	05/25-05/25	1	1	1	$300.00	
	26	M	9A-10A	TODAY SHW2-NBC	:30	$300.00	05/28-05/28	1	1	1	$300.00	
	27	TU	10A-11A	TODAY SHW3-NBC	:30	$200.00	05/22-05/22	1	1	1	$200.00	
	28	TH	10A-11A	TODAY SHW3-NBC	:30	$200.00	05/24-05/24	1	1	1	$200.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	SA	7P-8P	ENT TONITE60 W	:30	$150.00	05/26-05/26	1	1	1	$150.00	
	30	W	1135P-1235A	TONITE SHW-NBC<	:30	$250.00	05/23-05/23	1	1	1	$250.00	
	31	F	1135P-1235A	TONITE SHW-NBC<	:30	$250.00	05/25-05/25	1	1	1	$250.00	
	32	M	1135P-1235A	TONITE SHW-NBC<	:30	$250.00	05/28-05/28	1	1	1	$250.00	
	33	TU	1235A-135A	J FALLON-NBC<	:30	$75.00	05/22-05/22	1	1	1	$75.00	
	34	TH	1235A-135A	J FALLON-NBC<	:30	$75.00	05/24-05/24	1	1	1	$75.00	

---REPORT TOTALS---

Report Totals: 34 / $13,400.00

---SALES MONTHLY TOTALS---

May 12: 27 / $10,500.00 Jun 12: 7 / $2,900.00

Sales Totals: 34 / $13,400.00

Station Totals: 34 / $13,400.00

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

---COMPETITIVE---

Market Totals	$51,538	CATV	0%	WAVY	26%	WGNT	7%	WPXV	0%	WTKR	18%		
		WTVZ	5%	WVBT	8%	WVEC	36%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

WTVZ=WTVD

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Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE