Rep Order# 6815808 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 05/16/2012 4:06 PM
EC'd Yes **Last Received:** 05/16/2012 10:59 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACTIO
Estimate# 1496
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1496
Flight Dates 05/29/2012 - 06/04/2012
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 14,400
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	5A-6A	WAVY NEWS-5A<	:30	$350.00	05/29-05/29	1	1	1	$350.00	
	2	W	5A-6A	WAVY NEWS-5A<	:30	$350.00	05/30-05/30	1	1	1	$350.00	
	3	TH	5A-6A	WAVY NEWS-5A<	:30	$350.00	05/31-05/31	1	1	1	$350.00	
	4	F	5A-6A	WAVY NEWS-5A<	:30	$350.00	06/01-06/01	1	1	1	$350.00	
	5	M	5A-6A	WAVY NEWS-5A<	:30	$350.00	06/04-06/04	1	1	1	$350.00	
	6	W	7A-9A	TODAY SHW<	:30	$1,000.00	05/30-05/30	1	1	1	$1,000.00	
	7	TH	7A-9A	TODAY SHW<	:30	$1,000.00	05/31-05/31	1	1	1	$1,000.00	
	8	F	7A-9A	TODAY SHW<	:30	$1,000.00	06/01-06/01	1	1	1	$1,000.00	
	9	M	7A-9A	TODAY SHW<	:30	$1,000.00	06/04-06/04	1	1	1	$1,000.00	
	10	W	9A-10A	TODAY SHW2-NBC	:30	$300.00	05/30-05/30	1	1	1	$300.00	
	11	F	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/01-06/01	1	1	1	$300.00	

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	12	M	9A-10A	TODAY SHW2-NBC	:30	$300.00	06/04-06/04	1	1	1	$300.00	
	13	TU	10A-11A	TODAY SHW3-NBC	:30	$200.00	05/29-05/29	1	1	1	$200.00	
	14	TH	10A-11A	TODAY SHW3-NBC	:30	$200.00	05/31-05/31	1	1	1	$200.00	
	15	TU	3P-4P	MAURY POVICH<	:30	$200.00	05/29-05/29	1	1	1	$200.00	
	16	W	3P-4P	MAURY POVICH<	:30	$200.00	05/30-05/30	1	1	1	$200.00	
	17	TH	3P-4P	MAURY POVICH<	:30	$200.00	05/31-05/31	1	1	1	$200.00	
	18	F	3P-4P	MAURY POVICH<	:30	$200.00	06/01-06/01	1	1	1	$200.00	
	19	M	3P-4P	MAURY POVICH<	:30	$200.00	06/04-06/04	1	1	1	$200.00	
	20	W	4P-5P	ANDERSON<	:30	$200.00	05/30-05/30	1	1	1	$200.00	
	21	F	4P-5P	ANDERSON<	:30	$200.00	06/01-06/01	1	1	1	$200.00	
	22	M	4P-5P	ANDERSON<	:30	$200.00	06/04-06/04	1	1	1	$200.00	
	23	TU	530P-6P	WAVY10NWS-5.30<	:30	$800.00	05/29-05/29	1	1	1	$800.00	
	24	TH	530P-6P	WAVY10NWS-5.30<	:30	$800.00	05/31-05/31	1	1	1	$800.00	
	25	TU	7P-730P	ENT TONIGHT 30<	:30	$650.00	05/29-05/29	1	1	1	$650.00	
	26	TH	7P-730P	ENT TONIGHT 30<	:30	$650.00	05/31-05/31	1	1	1	$650.00	
	27	W	730P-8P	INSIDER<	:30	$600.00	05/30-05/30	1	1	1	$600.00	
	28	F	730P-8P	INSIDER<	:30	$600.00	06/01-06/01	1	1	1	$600.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	M	730P-8P	INSIDER<	:30	$600.00	06/04-06/04	1	1	1	$600.00	
	30	W	1135P-1235A	TONITE SHW-NBC<	:30	$250.00	05/30-05/30	1	1	1	$250.00	
	31	F	1135P-1235A	TONITE SHW-NBC<	:30	$250.00	06/01-06/01	1	1	1	$250.00	
	32	M	1135P-1235A	TONITE SHW-NBC<	:30	$250.00	06/04-06/04	1	1	1	$250.00	
	33	TU	1235A-135A	J FALLON-NBC<	:30	$75.00	05/29-05/29	1	1	1	$75.00	
	34	TH	1235A-135A	J FALLON-NBC<	:30	$75.00	05/31-05/31	1	1	1	$75.00	
	35	SA	7P-8P	ENT TONITE60 W	:30	$150.00	06/02-06/02	1	1	1	$150.00	

---REPORT TOTALS---

Report Totals: 35 / $14,400.00

---SALES MONTHLY TOTALS---

Jun 12: 35 / $14,400.00

Sales Totals: 35 / $14,400.00

Station Totals: 35 / $14,400.00

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

---COMPETITIVE---

Market Totals	$55,385	CATV	0%	WAVY	26%	WGNT	7%	WPXV	0%	WTKR	18%
		WTVZ	5%	WVBT	8%	WVEC	36%				

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--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED
WTVZ=WTVD

Books	NOV10, MAY11, ENOV11
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE