Rep Order# 6819969 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 05/30/2012 1:30 PM
Last Received: 05/30/2012 12:35 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1506
Buyer CASEY BASSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1506
Flight Dates 06/12/2012 - 06/18/2012
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 12,700
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU,TH	5A-6A		:30	$350.00	06/12-06/14	2	1	2	$700.00	
		Buyline Comment: NEWS										
	2	W,F	6A-7A		:30	$1,000.00	06/13-06/15	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	3	TH	7A-9A		:30	$750.00	06/14-06/14	1	1	1	$750.00	
		Buyline Comment: TODAY SHOW										
	4	M	7A-9A		:30	$750.00	06/18-06/18	1	1	1	$750.00	
		Buyline Comment: TODAY SHOW										
	5	TU,TH	9A-10A		:30	$250.00	06/12-06/14	2	1	2	$500.00	
		Buyline Comment: TODAY SHOW2										
	6	W,F	10A-11A		:30	$200.00	06/13-06/15	2	1	2	$400.00	
		Buyline Comment: TODAY SHOW3										
	7	M	10A-11A		:30	$200.00	06/18-06/18	1	1	1	$200.00	
		Buyline Comment: TODAY SHOW3										
	8	TU,TH	12P-1P		:30	$125.00	06/12-06/14	2	1	2	$250.00	
		Buyline Comment: NEWS AT NOON										

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	9	F	1P-2P		:30	$150.00	06/15-06/15	1	1	1	$150.00	
			Buyline Comment: DAYS OF OUR LIVES									
	10	W	3P-4P		:30	$200.00	06/13-06/13	1	1	1	$200.00	
			Buyline Comment: MAURY POVICH									
	11	TU	4P-5P		:30	$200.00	06/12-06/12	1	1	1	$200.00	
			Buyline Comment: ANDERSON									
	12	W	5P-530P		:30	$400.00	06/13-06/13	1	1	1	$400.00	
			Buyline Comment: NEWS									
	13	M	5P-530P		:30	$400.00	06/18-06/18	1	1	1	$400.00	
			Buyline Comment: NEWS									
	14	TH	530P-6P		:30	$800.00	06/14-06/14	1	1	1	$800.00	
			Buyline Comment: NEWS									
	15	F	6P-630P		:30	$650.00	06/15-06/15	1	1	1	$650.00	
			Buyline Comment: NEWS									
	16	M	6P-630P		:30	$650.00	06/18-06/18	1	1	1	$650.00	
			Buyline Comment: NEWS									
	17	TU	7P-730P		:30	$650.00	06/12-06/12	1	1	1	$650.00	
			Buyline Comment: ENT TONIGHT 30									
	18	W	730P-8P		:30	$600.00	06/13-06/13	1	1	1	$600.00	
			Buyline Comment: INSIDERS									
	19	M	730P-8P		:30	$600.00	06/18-06/18	1	1	1	$600.00	
			Buyline Comment: INSIDERS									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	W	11P-1135P		:30	$500.00	06/13-06/13	1	1	1	$500.00	
			Buyline Comment: NEWS									
	21	TH	1135P-1235A		:30	$250.00	06/14-06/14	1	1	1	$250.00	
			Buyline Comment: TONITE SHOW									
	22	W	1235A-135A		:30	$75.00	06/13-06/13	1	1	1	$75.00	
			Buyline Comment: J FALLON									
	23	F	430A-459A		:30	$75.00	06/15-06/15	1	1	1	$75.00	
			Buyline Comment: NEWS									
	24	SA	7A-8A		:30	$350.00	06/16-06/16	1	1	1	$350.00	
			Buyline Comment: NEWS									
	25	SA	7P-8P		:30	$150.00	06/16-06/16	1	1	1	$150.00	
			Buyline Comment: ENT TONITE60 W									
	26	SU	8A-9A		:30	$450.00	06/17-06/17	1	1	1	$450.00	
			Buyline Comment: SUN TODAY									

---REPORT TOTALS---

Report Totals: 31 / $12,700.00

---SALES MONTHLY TOTALS---

Jun 12: 31 / $12,700.00

Sales Totals: 31 / $12,700.00

Station Totals: 31 / $12,700.00

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

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--COMPETITIVE---

Market Totals	$45,357	CATV	0%	WAVY	28%	WGNT	5%	WPXV	0%	WTKR	15%		
		WTVZ	5%	WVBT	7%	WVEC	40%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

-- CREDIT RISK ---

CASH IN ADVANCE