Rep Order# 6819969 **Ver#** 5 **Status** Revised **Traffic Order#** **Printed:** 06/21/2012 2:24 PM
EC'd Yes **Last Received:** 06/19/2012 9:30 AM
Showing Buylines: All Rep & Sta Revised 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 --

VER 5 ISSUED TO REVISE RATES TO CLEAR ON LN'S 5 & 26
& ADD LN 27 TO SKED FOR MKGD FROM SPOT MSD H.6819962
REVISED CONTRACT TOTAL IS $12,900
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*3	TH	7A-9A		:30	$1,000.00	06/14-06/14	1	1	1	$1,000.00	
		Buyline Comment: TODAY SHOW REVISE RATE TO CLEAR										
		Station Remark: V2 rate should be 1000										
		V3 More than 2 codes changed										
	*4	M	7A-9A		:30	$750.00	06/18-06/18	0	0	0	$0.00	
		Buyline Comment: TODAY SHOW CXL DUE N/A										
		Station Remark: V2 pls cxl										
		V3 More than 2 codes changed										
	*5	TU,TH	9A-10A		:30	$300.00	06/12-06/14	2	1	2	$600.00	
		Buyline Comment: TODAY SHOW2 REVISE RATE TO CLEAR										
		Sales Remark: V5 REVISE RATE TO CLEAR										
		V5 More than 2 codes changed										
	*9	F	1P-2P		:30	$200.00	06/15-06/15	1	1	1	$200.00	
		Buyline Comment: DAYS OF OUR LIVES REVISE RATE TO CLEAR										
		Station Remark: V2 rate is 200										
		V3 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
	*12	W	5P-530P		:30	$700.00	06/13-06/13	1	1	1	$700.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Station Remark: V2 rate is 700										
		V3 More than 2 codes changed										
	*13	M	5P-530P		:30	$700.00	06/18-06/18	1	1	1	$700.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Station Remark: V2 rate is 700										
		V3 More than 2 codes changed										
	*15	F	6P-630P		:30	$1,000.00	06/15-06/15	1	1	1	$1,000.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Station Remark: V2 rate is 1000										
		V3 More than 2 codes changed										
	*16	M	6P-630P		:30	$650.00	06/18-06/18	0	0	0	$0.00	
		Buyline Comment: NEWS CXL DUE N/A										
		Station Remark: V2 pls cxl										
		V3 More than 2 codes changed										
	*20	W	11P-1135P		:30	$650.00	06/13-06/13	1	1	1	$650.00	
		Buyline Comment: NEWS REVISE RATE TO CLEAR										
		Station Remark: V2 rate is 650										
		V3 More than 2 codes changed										
	*25	SA	7P-8P		:30	$150.00	06/16-06/16	0	0	0	$0.00	
		Buyline Comment: ENT TONITE CXL DUE N/A										
		Station Remark: V2 pls cxl										
		V3 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
---	---	---	---	---	---	---	---	---	---	---	---	---
	*26	SU	8A-9A		:30	$500.00	06/17-06/17	1	1	1	$500.00	
				Buyline Comment: SUN TODAY REVISE RATE TO CLEAR								
				Sales Remark: V5 REVISE RATE TO CLEAR								
				V5 More than 2 codes changed								
	*27	TU-F	10A-11A		:30	$200.00	06/12-06/15	1	1	1	$200.00	
				Buyline Comment: TODAY SHOW 3 ADD TO SKED FOR MKGD FROM H.6819962								
				Sales Remark: V5 ADD TO SKED								
				V5 Added								

---REPORT TOTALS---

Report Totals: 10 / $5,550.00

---SALES MONTHLY TOTALS---

Jun 12: 29 / $12,900.00

Sales Totals: 29 / $12,900.00

Station Totals: 29 / $12,900.00

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

---COMPETITIVE---

Market Totals	$46,071	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

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