Rep Order# 6819980 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 05/30/2012 1:31 PM
Last Received: 05/30/2012 12:50 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1507
Buyer CASEY BASSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1507
Flight Dates 06/19/2012 - 06/25/2012
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 13,800
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A		:30	$350.00	06/20-06/20	1	1	1	$350.00	
		Buyline Comment: NEWS										
	2	M	5A-6A		:30	$350.00	06/25-06/25	1	1	1	$350.00	
		Buyline Comment: NEWS										
	3	TU,TH	6A-7A		:30	$1,000.00	06/19-06/21	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	4	W,F	7A-9A		:30	$750.00	06/20-06/22	2	1	2	$1,500.00	
		Buyline Comment: TODAY SHOW										
	5	M	7A-9A		:30	$750.00	06/25-06/25	1	1	1	$750.00	
		Buyline Comment: TODAY SHOW										
	6	TU,TH	9A-10A		:30	$250.00	06/19-06/21	2	1	2	$500.00	
		Buyline Comment: TODAY SHOW2										
	7	W,F	10A-11A		:30	$200.00	06/20-06/22	2	1	2	$400.00	
		Buyline Comment: TODAY SHOW3										
	8	M	11A-12P		:30	$100.00	06/25-06/25	1	1	1	$100.00	
		Buyline Comment: HAMPTN RDS										

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	9	TU,TH	12P-1P		:30	$125.00	06/19-06/21	2	1	2	$250.00	
		Buyline Comment: NEWS AT NOON										
	10	W	1P-2P		:30	$150.00	06/20-06/20	1	1	1	$150.00	
		Buyline Comment: DAYS OF OUR LIVES										
	11	M	1P-2P		:30	$150.00	06/25-06/25	1	1	1	$150.00	
		Buyline Comment: DAYS OF OUR LIVES										
	12	F	3P-4P		:30	$200.00	06/22-06/22	1	1	1	$200.00	
		Buyline Comment: MAURY POVICH										
	13	TU	4P-5P		:30	$200.00	06/19-06/19	1	1	1	$200.00	
		Buyline Comment: ANDERSON										
	14	TU,TH	530P-6P		:30	$800.00	06/19-06/21	2	1	2	$1,600.00	
		Buyline Comment: NEWS										
	15	M	6P-630P		:30	$650.00	06/25-06/25	1	1	1	$650.00	
		Buyline Comment: NEWS										
	16	F	6P-630P		:30	$650.00	06/22-06/22	1	1	1	$650.00	
		Buyline Comment: NEWS										
	17	TH	7P-730P		:30	$650.00	06/21-06/21	1	1	1	$650.00	
		Buyline Comment: ENT TONIGHT30										
	18	W	730P-8P		:30	$600.00	06/20-06/20	1	1	1	$600.00	
		Buyline Comment: INSIDER										
	19	M	730P-8P		:30	$600.00	06/25-06/25	1	1	1	$600.00	
		Buyline Comment: INSIDER										

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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	06/20-06/20	1	1	1	$500.00	
			Buyline Comment: NEWS									
	21	TU,TH	1135P-1235A		:30	$250.00	06/19-06/21	2	1	2	$500.00	
			Buyline Comment: TONITE SHOW									
	22	W,F	1235A-135A		:30	$75.00	06/20-06/22	2	1	2	$150.00	
			Buyline Comment: J FALLON									
	23	SA	7A-8A		:30	$350.00	06/23-06/23	1	1	1	$350.00	
			Buyline Comment: NEWS									
	24	SA	7P-8P		:30	$150.00	06/23-06/23	1	1	1	$150.00	
			Buyline Comment: ENT TONITE60 W									
	25	SU	7A-8A		:30	$350.00	06/24-06/24	1	1	1	$350.00	
			Buyline Comment: NEWS									
	26	SU	1130P-12A		:30	$150.00	06/24-06/24	1	1	1	$150.00	
			Buyline Comment: INSIDER									

---REPORT TOTALS---

Report Totals: 34 / $13,800.00

---SALES MONTHLY TOTALS---

Jun 12: 28 / $11,200.00 Jul 12: 6 / $2,600.00

Sales Totals: 34 / $13,800.00

Station Totals: 34 / $13,800.00

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

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---COMPETITIVE---

Market Totals	$49,286	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