Rep Order# 6819962 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 05/30/2012 1:29 PM
Last Received: 05/30/2012 12:17 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1505
Buyer CASEY BASSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1505
Flight Dates 06/05/2012 - 06/11/2012
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 13,425
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	5A-6A		:30	$350.00	06/07-06/07	1	1	1	$350.00	
		Buyline Comment: NEWS										
	2	M	5A-6A		:30	$350.00	06/11-06/11	1	1	1	$350.00	
		Buyline Comment: NEWS										
	3	TU,F	6A-7A		:30	$1,000.00	06/05-06/08	2	1	2	$2,000.00	
		Buyline Comment: NEWS										
	4	W	7A-9A		:30	$750.00	06/06-06/06	1	1	1	$750.00	
		Buyline Comment: TODAY SHOW										
	5	M	7A-9A		:30	$750.00	06/11-06/11	1	1	1	$750.00	
		Buyline Comment: TODAY SHOW										
	6	TH	9A-10A		:30	$250.00	06/07-06/07	1	1	1	$250.00	
		Buyline Comment: TODAY SHOW2										
	7	F	10A-11A		:30	$200.00	06/08-06/08	1	1	1	$200.00	
		Buyline Comment: TODAY SHOW3										
	8	W,F	12P-1P		:30	$125.00	06/06-06/08	2	1	2	$250.00	
		Buyline Comment: NEWS AT NOON										

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	9	M	12P-1P		:30	$125.00	06/11-06/11	1	1	1	$125.00	
		Buyline Comment: NEWS AT NOON										
	10	TU,TH	1P-2P		:30	$150.00	06/05-06/07	2	1	2	$300.00	
		Buyline Comment: DAYS OF OUR LIVES										
	11	TH	2P-3P		:30	$100.00	06/07-06/07	1	1	1	$100.00	
		Buyline Comment: DOCTORS										
	12	M	2P-3P		:30	$100.00	06/11-06/11	1	1	1	$100.00	
		Buyline Comment: DOCTORS										
	13	W	3P-4P		:30	$200.00	06/06-06/06	1	1	1	$200.00	
		Buyline Comment: MAURY POVICH										
	14	TU,TH	4P-5P		:30	$200.00	06/05-06/07	2	1	2	$400.00	
		Buyline Comment: ANDERSON										
	15	W,F	5P-530P		:30	$400.00	06/06-06/08	2	1	2	$800.00	
		Buyline Comment: NEWS										
	16	F	6P-630P		:30	$650.00	06/08-06/08	1	1	1	$650.00	
		Buyline Comment: NEWS										
	17	M	6P-630P		:30	$650.00	06/11-06/11	1	1	1	$650.00	
		Buyline Comment: NEWS										
	18	TU,TH	7P-730P		:30	$650.00	06/05-06/07	2	1	2	$1,300.00	
		Buyline Comment: ENT TONIGHT 30										
	19	W	730P-8P		:30	$600.00	06/06-06/06	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	M	730P-8P		:30	$600.00	06/11-06/11	1	1	1	$600.00	
			Buyline Comment: INSIDER									
	21	W,F	11P-1135P		:30	$500.00	06/06-06/08	2	1	2	$1,000.00	
			Buyline Comment: NEWS									
	22	TU,TH	1135P-1235A		:30	$250.00	06/05-06/07	2	1	2	$500.00	
			Buyline Comment: TONITE SHOW									
	23	W,F	1235A-135A		:30	$75.00	06/06-06/08	2	1	2	$150.00	
			Buyline Comment: J FALLON									
	24	SA	7P-8P		:30	$150.00	06/09-06/09	1	1	1	$150.00	
			Buyline Comment: ENT TONITE 60W									
	25	SA	1130P-1A		:30	$400.00	06/09-06/09	1	1	1	$400.00	
			Buyline Comment: SNL									
	26	SU	11P-1130P		:30	$500.00	06/10-06/10	1	1	1	$500.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 35 / $13,425.00

---SALES MONTHLY TOTALS---

Jun 12: 35 / $13,425.00

Sales Totals: 35 / $13,425.00

Station Totals: 35 / $13,425.00

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

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---COMPETITIVE---

Market Totals	$47,946	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