Rep Order# 6829595 **Ver#** 5 **Status** Revised **Traffic Order#** **Printed:** 06/28/2012 9:52 AM
EC'd Yes **Last Received:** 06/27/2012 3:03 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACTIO
Estimate# 1515
Buyer Media Placement
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1515
Flight Dates 07/10/2012 - 07/16/2012
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 3 ISSUE -REVISE DAYS/DATES IN LN 1 PER AGY/CLIENT REQUES
CXL LNS 20 & 25 PER AGY/CLIENT REQUEST
ADD TO SKED LNS 35-39
REVISED TOTAL 12,300
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	WAVY NEWS-5A	:30	$300.00	07/11-07/11	1	1	1	$300.00	
		Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*20	TH	6P-630P	WAVY NEWS10-6	:30	$650.00	07/12-07/12	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*25	W	730P-8P	INSIDER<	:30	$400.00	07/11-07/11	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*35	TU	6A-7A	NEWS	:30	$550.00	07/10-07/10	1	1	1	$550.00	
		Buyline Comment: ADD TO SKED										
		V3 Added										
	*36	M	6A-7A	NEWS	:30	$550.00	07/16-07/16	1	1	1	$550.00	
		Buyline Comment: ADD TO SKED										
		V3 Added										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*37	F	4P-5P	ANDERSON COOPER	:30	$150.00	07/13-07/13	1	1	1	$150.00	
		Buyline Comment: ADD TO SKED										
		V3 Added										
	*38	F	1P-2P	DAYS OF OUR LIVES	:30	$150.00	07/13-07/13	1	1	1	$150.00	
		Buyline Comment: ADD TO SKED										
		V3 Added										
	*39	M	1P-2P	DAYS OF OUR LIVES	:30	$150.00	07/16-07/16	1	1	1	$150.00	
		Buyline Comment: ADD TO SKED										
		V3 Added										

--REPORT TOTALS---

Report Totals: 6 / $1,850.00

--SALES MONTHLY TOTALS--

Jul 12: 37 / $12,300.00

Sales Totals: 37 / $12,300.00

Station Totals: 37 / $12,300.00

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

--COMPETITIVE---

Market Totals	$53,478	CATV	0%	WAVY	23%	WGNT	4%	WPXV	0%	WTKR	17%		
		WTVZ	7%	WVBT	6%	WVEC	43%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

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-- CREDIT RISK ---

CASH IN ADVANCE