Rep Order# 6833863 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/19/2012 11:43 AM
EC'd Yes **Last Received:** 07/18/2012 3:20 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACT
Estimate# 1517
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1517
Flight Dates 07/24/2012 - 07/30/2012
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 26,725.00
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	10A-5P	OLYMPICS	:30	$600.00	07/30-07/30	2	1	2	$1,200.00	
	2	SA	9A-6P	OLYMPICS	:30	$800.00	07/28-07/28	2	1	2	$1,600.00	
	3	SU	9A-6P	OLYMPICS	:30	$800.00	07/29-07/29	2	1	2	$1,600.00	
	4	SA	1230A-130A	OLYMPICS	:30	$700.00	07/28-07/28	1	1	1	$700.00	
	5	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	07/24-07/24	1	1	1	$500.00	
	6	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	07/26-07/26	1	1	1	$500.00	
	7	M	5A-6A	WAVY NEWS-5A	:30	$500.00	07/30-07/30	1	1	1	$500.00	
	8	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/25-07/25	1	1	1	$1,500.00	
	9	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/27-07/27	1	1	1	$1,500.00	
	10	TU	7A-9A	TODAY SHW	:30	$1,500.00	07/24-07/24	1	1	1	$1,500.00	
	11	TH	7A-9A	TODAY SHW	:30	$1,500.00	07/26-07/26	1	1	1	$1,500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TU	9A-10A	TODAY SHW2-NBC	:30	$500.00	07/24-07/24	1	1	1	$500.00	
	13	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	07/26-07/26	1	1	1	$500.00	
	14	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	07/30-07/30	1	1	1	$500.00	
	15	W	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/25-07/25	1	1	1	$400.00	
	16	F	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/27-07/27	1	1	1	$400.00	
	17	TU	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/24-07/24	1	1	1	$150.00	
	18	W	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/25-07/25	1	1	1	$200.00	
	19	F	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/27-07/27	1	1	1	$200.00	
	20	TH	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/26-07/26	1	1	1	$300.00	
	21	W	2P-3P	DOCTORS	:30	$150.00	07/25-07/25	1	1	1	$150.00	
	22	TH	4P-5P	ANDERSON	:30	$275.00	07/26-07/26	1	1	1	$275.00	
	23	TU	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/24-07/24	1	1	1	$1,000.00	
	24	TH	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/26-07/26	1	1	1	$1,000.00	
	25	W	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/25-07/25	1	1	1	$1,200.00	
	26	M	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/30-07/30	1	1	1	$1,200.00	
	27	TU	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/24-07/24	1	1	1	$1,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	28	TH	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/26-07/26	1	1	1	$1,000.00	
	29	TU	1135P-1235A	TONITE SHW-NBC<	:30	$350.00	07/24-07/24	1	1	1	$350.00	
	30	M	1135P-1235A	TONITE SHW-NBC<	:30	$350.00	07/30-07/30	1	1	1	$350.00	
	31	W	1235A-135A	J FALLON-NBC<	:30	$100.00	07/25-07/25	1	1	1	$100.00	
	32	F	1235A-135A	J FALLON-NBC<	:30	$100.00	07/27-07/27	1	1	1	$100.00	
	33	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	07/28-07/28	1	1	1	$400.00	
	34	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	07/28-07/28	1	1	1	$500.00	
	35	SA	6P-630P	AVG. ALL WKS	:30	$500.00	07/28-07/28	1	1	1	$500.00	
	36	SA	7P-8P	ENT TONITE60 W	:30	$300.00	07/28-07/28	1	1	1	$300.00	
	37	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	07/29-07/29	1	1	1	$500.00	
	38	SU	8A-9A	SUN TODAY-NBC	:30	$800.00	07/29-07/29	1	1	1	$800.00	
	39	SU	1130P-12A	INSIDER	:30	$250.00	07/29-07/29	1	1	1	$250.00	

---REPORT TOTALS---

Report Totals: 42 / $26,725.00

---SALES MONTHLY TOTALS---

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Salesperson ( ) ANJIE BRADY

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Salesperson FAX# 215-567-5938

Jul 12: 36 / $22,975.00 Aug 12: 6 / $3,750.00

Sales Totals: 42 / $26,725.00

Station Totals: 42 / $26,725.00

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

---COMPETITIVE---

Market Totals	$60,739	CATV	0%	WAVY	44%	WGNT	2%	WPXV	0%	WTKR	20%		
		WTVZ	6%	WVBT	4%	WVEC	24%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE