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 --

VER3 ISSUE CXL LNS 1,4-7,9,11,14,16,18,21,23,26,28,30,32-34
AND 37-39
IN LINES 2 & 3 REVISE LENGTH/RATE/TP AND CXL 1X
IN LINES 10,12-13,15,17,19-20,22,24-25,27,29,31,35-36 REVISE
LENGTH AND RATE
MKGD ON LN 40 FOR LN 33
ADD TO SKED LNS 41-43
REVISED TOTAL 26,800
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	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*2	SA	5A-6P	OLYMPICS	:60	$1,600.00	07/28-07/28	1	1	1	$1,600.00	
		Buyline Comment: REVISE LENGTH/RATE & CXL 1X PER AGY/CLIENT REQUEST;REVISE TP										
		Sales Remark: V3 REVISE LENGTH/RATE & CXL 1X PER AGY/CLIENT REQUEST;REVISE TP										
		V3 More than 2 codes changed										
	*3	SU	7A-6P	OLYMPICS	:60	$1,600.00	07/29-07/29	1	1	1	$1,600.00	
		Buyline Comment: REVISE LENGTH/RATE & CXL 1X PER AGY/CLIENT REQUEST;REVISE TP										
		Sales Remark: V3 REVISE LENGTH/RATE & CXL 1X PER AGY/CLIENT REQUEST;REVISE TP										
		V3 More than 2 codes changed										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	SA	1230A-130A	OLYMPICS	:30	$700.00	07/28-07/28	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*5	TU	5A-6A	WAVY NEWS-5A	:30	$500.00	07/24-07/24	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*6	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	07/26-07/26	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*7	M	5A-6A	WAVY NEWS-5A	:30	$500.00	07/30-07/30	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*8	W	6A-7A	WAVY NEWS-6A	:60	$3,000.00	07/25-07/25	1	1	1	$3,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*9	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	07/27-07/27	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*10	TU	7A-9A	TODAY SHW	:60	$3,000.00	07/24-07/24	1	1	1	$3,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*11	TH	7A-9A	TODAY SHW	:30	$1,500.00	07/26-07/26	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*12	TU	9A-10A	TODAY SHW2-NBC	:60	$1,000.00	07/24-07/24	1	1	1	$1,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*13	TH	9A-10A	TODAY SHW2-NBC	:60	$1,000.00	07/26-07/26	1	1	1	$1,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*14	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	07/30-07/30	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*15	W	10A-11A	TODAY SHW3-NBC	:60	$800.00	07/25-07/25	1	1	1	$800.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*16	F	10A-11A	TODAY SHW3-NBC	:30	$400.00	07/27-07/27	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*17	TU	11A-12P	HAMPTN RDS SHW	:60	$300.00	07/24-07/24	1	1	1	$300.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*18	W	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/25-07/25	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*19	F	12P-1P	WAVY NEWS10-NN	:60	$400.00	07/27-07/27	1	1	1	$400.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*20	TH	1P-2P	DAYS-OUR LIVES	:60	$600.00	07/26-07/26	1	1	1	$600.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*21	W	2P-3P	DOCTORS	:30	$150.00	07/25-07/25	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*22	TH	4P-5P	ANDERSON	:60	$550.00	07/26-07/26	1	1	1	$550.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*23	TU	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	07/24-07/24	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*24	TH	530P-6P	WAVY10NWS-5.30	:60	$2,000.00	07/26-07/26	1	1	1	$2,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*25	W	6P-630P	WAVY NEWS10-6	:60	$2,400.00	07/25-07/25	1	1	1	$2,400.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*26	M	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/30-07/30	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*27	TU	7P-730P	ENT TONIGHT 30	:60	$2,000.00	07/24-07/24	1	1	1	$2,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*28	TH	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/26-07/26	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*29	TU	1135P-1235A	TONITE SHW-NBC<	:60	$700.00	07/24-07/24	1	1	1	$700.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*30	M	1135P-1235A	TONITE SHW-NBC<	:30	$350.00	07/30-07/30	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		Sales Remark: V3 CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*31	W	1235A-135A	J FALLON-NBC<	:60	$200.00	07/25-07/25	1	1	1	$200.00	

Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST
Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*32	F	1235A-135A	J FALLON-NBC<	:30	$100.00	07/27-07/27	0	0	0	$0.00	

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*33	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	07/28-07/28	0	0	0	$0.00	

Buyline Comment: CXL DUE N/A DUE OLYMPICS
Sales Remark: V3 CXL DUE N/A DUE OLYMPICS
V3 More than 2 codes changed

	*34	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	07/28-07/28	0	0	0	$0.00	

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*35	SA	6P-630P	SATURDAY 6PM NEWS	:60	$1,000.00	07/28-07/28	1	1	1	$1,000.00	

Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST
Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*36	SA	7P-8P	ENT TONITE60 W	:60	$600.00	07/28-07/28	1	1	1	$600.00	

Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST
Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

	*37	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	07/29-07/29	0	0	0	$0.00	

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*38	SU	8A-9A	SUN TODAY-NBC	:30	$800.00	07/29-07/29	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										
	*39	SU	1130P-12A	INSIDER	:30	$250.00	07/29-07/29	0	0	0	$0.00	
		Buyline Comment: CXL DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										
	*40	SU	6A-7A	SUNDAY AM NEWS	:60	$800.00	07/29-07/29	1	1	1	$800.00	
		Buyline Comment: MKGD FROM LN 33										
		Sales Remark: V3 MKGD FROM LN 33										
		V3 Added										
	*41	TH	1P-2P	DAYS OF OUR LIVES	:60	$600.00	07/26-07/26	1	1	1	$600.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*42	TU	730P-8P	THE INSIDER	:60	$2,100.00	07/24-07/24	1	1	1	$2,100.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*43	TH	3P-4P	MAURY POVICH	:60	$550.00	07/26-07/26	1	1	1	$550.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

---REPORT TOTALS---

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

Report Totals: 22 / $26,800.00

--SALES MONTHLY TOTALS--

Jul 12: 22 / $26,800.00 Aug 12: 0 / $0.00

Sales Totals: 22 / $26,800.00
Station Totals: 22 / $26,800.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$60,909	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