Rep Order# 6829593 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/25/2012 10:19 AM
EC'd Yes **Last Received:** 06/25/2012 9:51 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACTIO
Estimate# 1511
Buyer Media Placement
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1511
Flight Dates 07/03/2012 - 07/09/2012
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 11,800
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	1	TU	5A-6A	WAVY NEWS-5A	:30	$300.00	07/03-07/03	1	1	1	$300.00	
	2	TH	5A-6A	WAVY NEWS-5A	:30	$300.00	07/05-07/05	1	1	1	$300.00	
	3	M	5A-6A	WAVY NEWS-5A	:30	$300.00	07/09-07/09	1	1	1	$300.00	
	4	W	6A-7A	WAVY NEWS-6A	:30	$550.00	07/04-07/04	1	1	1	$550.00	
	5	F	6A-7A	WAVY NEWS-6A	:30	$550.00	07/06-07/06	1	1	1	$550.00	
	6	TU	7A-9A	TODAY SHW	:30	$500.00	07/03-07/03	1	1	1	$500.00	
	7	W	7A-9A	TODAY SHW	:30	$500.00	07/04-07/04	1	1	1	$500.00	
	8	TH	7A-9A	TODAY SHW	:30	$500.00	07/05-07/05	1	1	1	$500.00	
	9	F	7A-9A	TODAY SHW	:30	$500.00	07/06-07/06	1	1	1	$500.00	
	10	M	7A-9A	TODAY SHW	:30	$500.00	07/09-07/09	1	1	1	$500.00	
	11	M	10A-11A	TODAY SHW3-NBC	:30	$125.00	07/09-07/09	1	1	1	$125.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	12	M	12P-1P	WAVY NEWS10-NN	:30	$100.00	07/09-07/09	1	1	1	$100.00	
	13	W	3P-4P	MAURY POVICH	:30	$150.00	07/04-07/04	1	1	1	$150.00	
	14	F	3P-4P	MAURY POVICH	:30	$150.00	07/06-07/06	1	1	1	$150.00	
	15	TH	4P-5P	ANDERSON	:30	$150.00	07/05-07/05	1	1	1	$150.00	
	16	M	4P-5P	ANDERSON	:30	$150.00	07/09-07/09	1	1	1	$150.00	
	17	W	530P-6P	WAVY10NWS-5.30	:30	$450.00	07/04-07/04	1	1	1	$450.00	
	18	F	530P-6P	WAVY10NWS-5.30	:30	$450.00	07/06-07/06	1	1	1	$450.00	
	19	TU	6P-630P	WAVY NEWS10-6	:30	$650.00	07/03-07/03	1	1	1	$650.00	
	20	TH	6P-630P	WAVY NEWS10-6	:30	$650.00	07/05-07/05	1	1	1	$650.00	
	21	M	6P-630P	WAVY NEWS10-6	:30	$650.00	07/09-07/09	1	1	1	$650.00	
	22	TU	7P-730P	ENT TONIGHT 30	:30	$450.00	07/03-07/03	1	1	1	$450.00	
	23	TH	7P-730P	ENT TONIGHT 30	:30	$450.00	07/05-07/05	1	1	1	$450.00	
	24	M	7P-730P	ENT TONIGHT 30	:30	$450.00	07/09-07/09	1	1	1	$450.00	
	25	W	730P-8P	INSIDER<	:30	$400.00	07/04-07/04	1	1	1	$400.00	
	26	F	730P-8P	INSIDER<	:30	$400.00	07/06-07/06	1	1	1	$400.00	
	27	W	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	07/04-07/04	1	1	1	$175.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	28	M	1135P-1235A	TONITE SHW-NBC<	:30	$175.00	07/09-07/09	1	1	1	$175.00	
	29	TU	1235A-135A	J FALLON-NBC<	:30	$75.00	07/03-07/03	1	1	1	$75.00	
	30	TH	1235A-135A	J FALLON-NBC<	:30	$75.00	07/05-07/05	1	1	1	$75.00	
	31	SA	7A-8A	WAVY NWS SAT7A	:30	$250.00	07/07-07/07	1	1	1	$250.00	
	32	SA	7P-8P	ENT TONITE60 W	:30	$150.00	07/07-07/07	1	1	1	$150.00	
	33	SU	8A-9A	SUN TODAY-NBC	:30	$450.00	07/08-07/08	1	1	1	$450.00	
	34	SU	1130P-12A	INSIDER	:30	$125.00	07/08-07/08	1	1	1	$125.00	

---REPORT TOTALS---

Report Totals: 34 / $11,800.00

---SALES MONTHLY TOTALS---

Jul 12: 34 / $11,800.00

Sales Totals: 34 / $11,800.00

Station Totals: 34 / $11,800.00

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

---COMPETITIVE---

Market Totals	$51,304	CATV	0%	WAVY	23%	WGNT	4%	WPXV	0%	WTKR	17%		
		WTVZ	7%	WVBT	6%	WVEC	43%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIAMTED

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Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE