Rep Order# 6829593 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 06/28/2012 9:51 AM
EC'd Yes **Last Received:** 06/27/2012 3:18 PM
Showing Buylines: All Rep Revised 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 --

VER 3 ISSUE-CXL LNS 1,3,20,22,24-25 PER AGY/CLIENT REQUEST
ADD TO SKED LNS 35-42
REVISED TOTAL 10,100
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	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										
	*3	M	5A-6A	WAVY NEWS-5A	:30	$300.00	07/09-07/09	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										
	*20	TH	6P-630P	WAVY NEWS10-6	:30	$650.00	07/05-07/05	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	TU	7P-730P	ENT TONIGHT 30	:30	$450.00	07/03-07/03	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										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*24	M	7P-730P	ENT TONIGHT 30	:30	$450.00	07/09-07/09	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										
	*25	W	730P-8P	INSIDER<	:30	$400.00	07/04-07/04	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	F	4P-5P	ANDERSON COOPER	:30	$150.00	07/06-07/06	1	1	1	$150.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*36	F	1135P-1235A	TONIGHT SHOW	:30	$175.00	07/06-07/06	1	1	1	$175.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*37	F	1235A-135A	JIMMY FALLON	:30	$75.00	07/06-07/06	1	1	1	$75.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*38	F	1P-2P	DAYS OF OUR LIVES	:30	$150.00	07/06-07/06	1	1	1	$150.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*39	M	1P-2P	DAYS OF OUR LIVES	:30	$150.00	07/09-07/09	1	1	1	$150.00	
		Buyline Comment: ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*40	TU	430A-459A	EARLY TODAY	:30	$50.00	07/03-07/03	1	1	1	$50.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*41	TH	430A-459A	EARLY TODAY	:30	$50.00	07/05-07/05	1	1	1	$50.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*42	M	430A-459A	EARLY TODAY	:30	$50.00	07/09-07/09	1	1	1	$50.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

---REPORT TOTALS---
Report Totals: 8 / $850.00

---SALES MONTHLY TOTALS---

Jul 12: 36 / $10,100.00
Sales Totals: 36 / $10,100.00
Station Totals: 36 / $10,100.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$43,913	CATV	0%	WAVY	23%	WGNT	4%	WPXV	0%	WTKR	17%		
		WTVZ	7%	WVBT	6%	WVEC	43%						

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIAMTED

Books NOV10, MAY11, ENOV11

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Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE