Rep Order# 6833971 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/19/2012 11:45 AM
EC'd Yes **Last Received:** 07/18/2012 3:21 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACT
Estimate# 1518
Buyer Media Placement
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1518
Flight Dates 07/31/2012 - 08/06/2012
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 16,950.00
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	$500.00	07/31-07/31	1	1	1	$500.00	
	2	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	08/02-08/02	1	1	1	$500.00	
	3	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/01-08/01	1	1	1	$1,500.00	
	4	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/03-08/03	1	1	1	$1,500.00	
	5	TU	7A-9A	TODAY SHW	:30	$1,500.00	07/31-07/31	1	1	1	$1,500.00	
	6	TH	7A-9A	TODAY SHW	:30	$1,500.00	08/02-08/02	1	1	1	$1,500.00	
	7	TU	9A-10A	TODAY SHW2-NBC	:30	$500.00	07/31-07/31	1	1	1	$500.00	
	8	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/02-08/02	1	1	1	$500.00	
	9	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/06-08/06	1	1	1	$500.00	
	10	TU	10A-5P	OLYMPICS	:30	$600.00	07/31-07/31	1	1	1	$600.00	
	11	W	10A-5P	OLYMPICS	:30	$600.00	08/01-08/01	1	1	1	$600.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TH	10A-5P	OLYMPICS	:30	$600.00	08/02-08/02	1	1	1	$600.00	
	13	F	10A-5P	OLYMPICS	:30	$600.00	08/03-08/03	1	1	1	$600.00	
	14	M	10A-5P	OLYMPICS	:30	$600.00	08/06-08/06	1	1	1	$600.00	
	15	W	1235A-135A	J FALLON-NBC<	:30	$100.00	08/01-08/01	1	1	1	$100.00	
	16	F	1235A-135A	J FALLON-NBC<	:30	$100.00	08/03-08/03	1	1	1	$100.00	
	17	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	08/04-08/04	1	1	1	$400.00	
	18	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	08/04-08/04	1	1	1	$500.00	
	19	SA	9A-6P	OLYMPICS	:30	$800.00	08/04-08/04	1	1	1	$800.00	
	20	SU	9A-6P	OLYMPICS	:30	$800.00	08/05-08/05	1	1	1	$800.00	
	21	SA	6P-630P	AVG. ALL WKS	:30	$500.00	08/04-08/04	1	1	1	$500.00	
	22	SA	1230A-130A	OLYMPICS	:30	$700.00	08/04-08/04	1	1	1	$700.00	
	23	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	08/05-08/05	1	1	1	$500.00	
	24	SU	8A-9A	SUN TODAY-NBC	:30	$800.00	08/05-08/05	1	1	1	$800.00	
	25	SU	1130P-12A	INSIDER	:30	$250.00	08/05-08/05	1	1	1	$250.00	

---REPORT TOTALS---

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Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Report Totals: 25 / $16,950.00

--SALES MONTHLY TOTALS--

Aug 12: 25 / $16,950.00

Sales Totals: 25 / $16,950.00

Station Totals: 25 / $16,950.00

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

--COMPETITIVE---

Market Totals	$38,523	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