Rep Order# 6833971 **Ver#** 5 **Status** Revised **Traffic Order#** **Printed:** 07/20/2012 10:41 AM
EC'd Yes **Last Received:** 07/20/2012 10:01 AM
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 --

VER 5 ISSUE CXL LN 11 DUE N/A;MKGD ON LN 29
CXL LN 13 DUE N/A;MKGD ON LN 28
TOTAL REMAINS 17,050
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	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*2	TH	5A-6A	WAVY NEWS-5A	:60	$1,000.00	08/02-08/02	1	1	1	$1,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*3	W	6A-7A	WAVY NEWS-6A	:60	$3,000.00	08/01-08/01	1	1	1	$3,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*4	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/03-08/03	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*5	TU	7A-10A	2012 OLYMPICS TODAY SHOW	:60	$3,000.00	07/31-07/31	1	1	1	$3,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST;REVISE TP										
		V3 More than 2 codes changed										

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	*6	TH	7A-9A	TODAY SHW	:30	$1,500.00	08/02-08/02	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*7	TU	9A-10A	TODAY SHW2-NBC	:30	$500.00	07/31-07/31	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*8	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/02-08/02	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*9	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/06-08/06	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*10	TU	10A-5P	OLYMPICS	:30	$600.00	07/31-07/31	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*11	W	10A-5P	OLYMPICS	:60	$1,200.00	08/01-08/01	0	0	0	$0.00	
				Buyline Comment: CXL DUE N/A								
				Sales Remark: V5 CXL DUE N/A								
				V3 More than 2 codes changed								
				V5 More than 2 codes changed								
	*12	TH	10A-5P	OLYMPICS	:30	$600.00	08/02-08/02	0	0	0	$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*13	F	10A-5P	OLYMPICS	:60	$1,200.00	08/03-08/03	0	0	0	$0.00	
				Buyline Comment: CXL DUE TO N/A								
				Sales Remark: V5 CXL DUE TO N/A								
				V3 More than 2 codes changed								
				V5 More than 2 codes changed								

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	*14	M	10A-5P	OLYMPICS	:30	$600.00	08/06-08/06	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*15	W	1235A-135A	J FALLON-NBC<	:30	$100.00	08/01-08/01	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*16	F	1235A-135A	J FALLON-NBC<	:30	$100.00	08/03-08/03	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*17	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	08/04-08/04	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*18	SA	7A-8A	WAVY NWS SAT7A	:60	$1,000.00	08/04-08/04	1	1	1	$1,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*19	SA	9A-6P	OLYMPICS	:30	$800.00	08/04-08/04	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*20	SA-SU	7A-6P	OLYMPICS	:60	$1,600.00	08/04-08/05	1	1	1	$1,600.00	
		Buyline Comment: REVISE LENGTH/RATE/DAYS/DATES PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*21	SA	6P-630P	SAT 6PM NEWS	:60	$1,000.00	08/04-08/04	1	1	1	$1,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										

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	*22	SA	1230A-130A	OLYMPICS	:30	$700.00	08/04-08/04	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*23	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	08/05-08/05	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*24	SU	8A-9A	SUN TODAY-NBC	:30	$800.00	08/05-08/05	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*25	SU	1130P-12A	INSIDER	:30	$250.00	08/05-08/05	0	0	0	$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST										
		V3 More than 2 codes changed										
	*26	TU-F	5P-530P		:60	$2,025.00	07/31-08/03	1	1	1	$2,025.00	
		Buyline Comment: NEWS ADD TO SKED										
		V3 Added										
	*27	TU-F	530P-6P		:60	$2,025.00	07/31-08/03	1	1	1	$2,025.00	
		Buyline Comment: NEWS ADD TO SKED										
		V3 Added										
	*28	F	1235A-135A	LATE FRINGE	:60	$1,200.00	08/03-08/03	1	1	1	$1,200.00	
		Buyline Comment: MKGD FROM LN 13										
		Sales Remark: V5 MKGD FROM LN 13										
		V5 Added										

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	*29	W	10A-5P	OLYMPICS	:60	$1,200.00	08/01-08/01	1	1	1	$1,200.00	

Buyline Comment: MKGD FORM LN 11
Sales Remark: V5 MKGD FROM LN 11
V5 Added

--REPORT TOTALS---
Report Totals: 10 / $17,050.00

--SALES MONTHLY TOTALS--

Aug 12: 10 / $17,050.00
Sales Totals: 10 / $17,050.00
Station Totals: 10 / $17,050.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$38,750	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