Rep Order# 6833994 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 08/13/2012 2:51 PM
EC'd Yes **Last Received:** 08/13/2012 2:17 PM
Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACT
Estimate# 1520
Buyer Media Placement
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1520
Flight Dates 08/14/2012 - 08/20/2012
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 ISSUED TO CXL SPOTS PER AGY/CLIENT REQUEST
LN'S 1, 3, 5, 7, 10, 12, 15-16, 19, 21, 23 & 25;
REVISE LENGTH/RATE PER AGY/CLIENT REQUEST LN'S 2,
4, 6, 8-9, 11, 14, 17-18, 20, 22 & 24 (CONVERT 60S)
REVISED CONTRACT TOTAL IS $16,200
PLS CONFIRM ASAP
THANKS ANJIE FOR 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	08/14-08/14	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	TH	5A-6A	WAVY NEWS-5A	:60	$1,000.00	08/16-08/16	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										
	*3	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/15-08/15	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										
	*4	F	6A-7A	WAVY NEWS-6A	:60	$3,000.00	08/17-08/17	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										

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---	---	---	---	---	---	---	---	---	---	---	---	---
	*5	TU	7A-9A	TODAY SHW	:30	$1,500.00	08/14-08/14	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	7A-9A	TODAY SHW	:60	$3,000.00	08/16-08/16	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										
	*7	W	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/15-08/15	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	M	9A-10A	TODAY SHW2-NBC	:60	$1,000.00	08/20-08/20	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										
	*9	TU	11A-12P	HAMPTN RDS SHW	:60	$300.00	08/14-08/14	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										
	*10	TH	11A-12P	HAMPTN RDS SHW	:30	$150.00	08/16-08/16	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										
	*11	W	12P-1P	WAVY NEWS10-NN	:60	$400.00	08/15-08/15	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										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*12	F	1P-2P	DAYS-OUR LIVES	:30	$300.00	08/17-08/17	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										
	*13	M	1P-2P	DAYS-OUR LIVES	:60	$600.00	08/20-08/20	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										
	*14	TU	530P-6P	WAVY10NWS-5.30	:60	$2,000.00	08/14-08/14	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										
	*15	W	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/15-08/15	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										
	*16	TH	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/16-08/16	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	M	7P-730P	ENT TONIGHT 30	:60	$2,000.00	08/20-08/20	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										
	*18	TU	1135P-1235A	TONITE SHW-NBC<	:60	$700.00	08/14-08/14	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										

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Salesperson ( ) ANJIE BRADY

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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
	*19	TH	1135P-1235A	TONITE SHW-NBC<	:30	$350.00	08/16-08/16	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	F	1235A-135A	J FALLON-NBC<	:60	$200.00	08/17-08/17	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										
	*21	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	08/18-08/18	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	SA	7A-8A	WAVY NWS SAT7A	:60	$1,000.00	08/18-08/18	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										
	*23	SA	6P-630P	AVG. ALL WKS	:30	$500.00	08/18-08/18	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	SU	7A-8A	WAVY NWS SUN7A	:60	$1,000.00	08/19-08/19	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										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*25	SU	1130P-12A	INSIDER	:30	$250.00	08/19-08/19	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

--REPORT TOTALS---

Report Totals: 13 / $16,200.00

--SALES MONTHLY TOTALS--

Aug 12: 13 / $16,200.00
Sales Totals: 13 / $16,200.00
Station Totals: 13 / $16,200.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$36,818	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