Rep Order# 6834008 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/18/2012 4:57 PM
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# 1521
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1521
Flight Dates 08/21/2012 - 08/27/2012
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 16,175
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	08/21-08/21	1	1	1	$500.00	
	2	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	08/23-08/23	1	1	1	$500.00	
	3	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/22-08/22	1	1	1	$1,500.00	
	4	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/24-08/24	1	1	1	$1,500.00	
	5	M	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/27-08/27	1	1	1	$1,500.00	
	6	TU	7A-9A	TODAY SHW	:30	$1,500.00	08/21-08/21	1	1	1	$1,500.00	
	7	TH	7A-9A	TODAY SHW	:30	$1,500.00	08/23-08/23	1	1	1	$1,500.00	
	8	W	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/22-08/22	1	1	1	$500.00	
	9	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/27-08/27	1	1	1	$500.00	
	10	TU	11A-12P	HAMPTN RDS SHW	:30	$150.00	08/21-08/21	1	1	1	$150.00	
	11	TH	11A-12P	HAMPTN RDS SHW	:30	$150.00	08/23-08/23	1	1	1	$150.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACT
Estimate# 1521
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1521
Flight Dates 08/21/2012 - 08/27/2012
Hiatus Weeks

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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	W	12P-1P	WAVY NEWS10-NN	:30	$200.00	08/22-08/22	1	1	1	$200.00	
	13	F	12P-1P	WAVY NEWS10-NN	:30	$200.00	08/24-08/24	1	1	1	$200.00	
	14	F	1P-2P	DAYS-OUR LIVES	:30	$300.00	08/24-08/24	1	1	1	$300.00	
	15	M	1P-2P	DAYS-OUR LIVES	:30	$300.00	08/27-08/27	1	1	1	$300.00	
	16	TH	2P-3P	DOCTORS	:30	$150.00	08/23-08/23	1	1	1	$150.00	
	17	W	4P-5P	ANDERSON	:30	$275.00	08/22-08/22	1	1	1	$275.00	
	18	TH	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/23-08/23	1	1	1	$1,000.00	
	19	M	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/27-08/27	1	1	1	$1,000.00	
	20	TU	1135P-1235A	TONITE SHW-NBC<	:30	$350.00	08/21-08/21	1	1	1	$350.00	
	21	TH	1135P-1235A	TONITE SHW-NBC<	:30	$350.00	08/23-08/23	1	1	1	$350.00	
	22	F	1235A-135A	J FALLON-NBC<	:30	$100.00	08/24-08/24	1	1	1	$100.00	
	23	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	08/25-08/25	1	1	1	$400.00	
	24	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	08/25-08/25	1	1	1	$500.00	
	25	SA	6P-630P	AVG. ALL WKS	:30	$500.00	08/25-08/25	1	1	1	$500.00	
	26	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	08/26-08/26	1	1	1	$500.00	
	27	SU	1130P-12A	INSIDER	:30	$250.00	08/26-08/26	1	1	1	$250.00	

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACT
Estimate# 1521
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1521
Flight Dates 08/21/2012 - 08/27/2012
Hiatus Weeks

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

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

---REPORT TOTALS---

Report Totals: 27 / $16,175.00

---SALES MONTHLY TOTALS---

Aug 12: 23 / $12,875.00 Sep 12: 4 / $3,300.00

Sales Totals: 27 / $16,175.00

Station Totals: 27 / $16,175.00

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

---COMPETITIVE---

Market Totals	$36,761	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