Rep Order# 6834010 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/18/2012 5:05 PM
EC'd Yes **Last Received:** 07/18/2012 3:20 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .PRIORITIES USA ACTI
Product PRIORITIES USA ACT
Estimate# 1522
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1522
Flight Dates 08/28/2012 - 09/03/2012
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 17,175.00
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	08/28-08/28	1	1	1	$500.00	
	2	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	08/30-08/30	1	1	1	$500.00	
	3	TU	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/28-08/28	1	1	1	$1,500.00	
	4	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/29-08/29	1	1	1	$1,500.00	
	5	TH	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/30-08/30	1	1	1	$1,500.00	
	6	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/31-08/31	1	1	1	$1,500.00	
	7	M	6A-7A	WAVY NEWS-6A	:30	$1,500.00	09/03-09/03	1	1	1	$1,500.00	
	8	TU	7A-9A	TODAY SHW	:30	$1,500.00	08/28-08/28	1	1	1	$1,500.00	
	9	TH	7A-9A	TODAY SHW	:30	$1,500.00	08/30-08/30	1	1	1	$1,500.00	
	10	W	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/29-08/29	1	1	1	$500.00	
	11	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	09/03-09/03	1	1	1	$500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TU	11A-12P	HAMPTN RDS SHW	:30	$150.00	08/28-08/28	1	1	1	$150.00	
	13	TH	11A-12P	HAMPTN RDS SHW	:30	$150.00	08/30-08/30	1	1	1	$150.00	
	14	W	12P-1P	WAVY NEWS10-NN	:30	$200.00	08/29-08/29	1	1	1	$200.00	
	15	F	12P-1P	WAVY NEWS10-NN	:30	$200.00	08/31-08/31	1	1	1	$200.00	
	16	F	1P-2P	DAYS-OUR LIVES	:30	$300.00	08/31-08/31	1	1	1	$300.00	
	17	M	1P-2P	DAYS-OUR LIVES	:30	$300.00	09/03-09/03	1	1	1	$300.00	
	18	TH	2P-3P	DOCTORS	:30	$150.00	08/30-08/30	1	1	1	$150.00	
	19	W	4P-5P	ANDERSON	:30	$275.00	08/29-08/29	1	1	1	$275.00	
	20	TU	1135P-1235A	TONITE SHW-NBC<	:30	$350.00	08/28-08/28	1	1	1	$350.00	
	21	TH	1135P-1235A	TONITE SHW-NBC<	:30	$350.00	08/30-08/30	1	1	1	$350.00	
	22	F	1235A-135A	J FALLON-NBC<	:30	$100.00	08/31-08/31	1	1	1	$100.00	
	23	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	09/01-09/01	1	1	1	$400.00	
	24	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	09/01-09/01	1	1	1	$500.00	
	25	SA	6P-630P	AVG. ALL WKS	:30	$500.00	09/01-09/01	1	1	1	$500.00	
	26	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	09/02-09/02	1	1	1	$500.00	
	27	SU	1130P-12A	INSIDER	:30	$250.00	09/02-09/02	1	1	1	$250.00	

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--REPORT TOTALS---

Report Totals: 27 / $17,175.00

--SALES MONTHLY TOTALS--

Sep 12: 27 / $17,175.00
Sales Totals: 27 / $17,175.00
Station Totals: 27 / $17,175.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$39,034	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