Rep Order# 6833974 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/19/2012 11:44 AM
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# 1519
Buyer Media Placement
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1519
Flight Dates 08/07/2012 - 08/13/2012
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 16,350.00
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	08/07-08/07	1	1	1	$500.00	
	2	TH	5A-6A	WAVY NEWS-5A	:30	$500.00	08/09-08/09	1	1	1	$500.00	
	3	W	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/08-08/08	1	1	1	$1,500.00	
	4	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/10-08/10	1	1	1	$1,500.00	
	5	TU	7A-9A	TODAY SHW	:30	$1,500.00	08/07-08/07	1	1	1	$1,500.00	
	6	TH	7A-9A	TODAY SHW	:30	$1,500.00	08/09-08/09	1	1	1	$1,500.00	
	7	TU	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/07-08/07	1	1	1	$500.00	
	8	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/09-08/09	1	1	1	$500.00	
	9	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/13-08/13	1	1	1	$500.00	
	10	TU	10A-5P	OLYMPICS	:30	$600.00	08/07-08/07	1	1	1	$600.00	
	11	W	10A-5P	OLYMPICS	:30	$600.00	08/08-08/08	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
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	12	TH	10A-5P	OLYMPICS	:30	$600.00	08/09-08/09	1	1	1	$600.00	
	13	F	10A-5P	OLYMPICS	:30	$600.00	08/10-08/10	1	1	1	$600.00	
	14	W	1235A-135A	J FALLON-NBC<	:30	$100.00	08/08-08/08	1	1	1	$100.00	
	15	F	1235A-135A	J FALLON-NBC<	:30	$100.00	08/10-08/10	1	1	1	$100.00	
	16	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	08/11-08/11	1	1	1	$400.00	
	17	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	08/11-08/11	1	1	1	$500.00	
	18	SA	9A-6P	OLYMPICS	:30	$800.00	08/11-08/11	1	1	1	$800.00	
	19	SU	9A-6P	OLYMPICS	:30	$800.00	08/12-08/12	1	1	1	$800.00	
	20	SA	6P-630P	AVG. ALL WKS	:30	$500.00	08/11-08/11	1	1	1	$500.00	
	21	SA	1230A-130A	OLYMPICS	:30	$700.00	08/11-08/11	1	1	1	$700.00	
	22	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	08/12-08/12	1	1	1	$500.00	
	23	SU	8A-9A	SUN TODAY-NBC	:30	$800.00	08/12-08/12	1	1	1	$800.00	
	24	SU	1130P-12A	INSIDER	:30	$250.00	08/12-08/12	1	1	1	$250.00	

--REPORT TOTALS---

Report Totals: 24 / $16,350.00

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Salesperson FAX# 215-567-5938

--SALES MONTHLY TOTALS--

Aug 12: 24 / $16,350.00
Sales Totals: 24 / $16,350.00
Station Totals: 24 / $16,350.00
Lines not sent/rcld/rtrn: 0 / $0.00

--COMPETITIVE---

Market Totals	$37,159	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