Rep Order# 6833974 **Ver#** 3 **Status** Revised **Traffic Order#** **Printed:** 07/20/2012 11:00 AM
EC'd Yes **Last Received:** 07/20/2012 9:22 AM
Showing Buylines: All Rep & Sta Revised 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 --

VER 3 ISSUE CXL LNS 1,3-4,6-9,11,13-16,18 & 22-24
IN LN 5 REVISE TP/LENGTH/RATE & PRGM
IN LNS 10,12,17 & 21 REVISE LENGTH/RATE
IN LN 19 REVISE DAYS/DATE/;LENGTH/RATE
IN LN 20 REVISE LENGTH/RATE AND PRGM
ADD TO SKED LNS 25-28
REVISED TOTAL 16,500
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	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	08/09-08/09	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	08/08-08/08	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	:30	$1,500.00	08/10-08/10	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										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*5	TU	7A-10A	2012 OLYMPICS TODAY SHOW	:60	$3,000.00	08/07-08/07	1	1	1	$3,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST;REVISE TP/PRGM										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST;REVISE TP/PRGM										
		V3 More than 2 codes changed										
	*6	TH	7A-9A	TODAY SHW	:30	$1,500.00	08/09-08/09	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										
	*7	TU	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/07-08/07	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	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/09-08/09	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										
	*9	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	08/13-08/13	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										
	*10	TU	10A-5P	OLYMPICS	:60	$1,200.00	08/07-08/07	1	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										
	*11	W	10A-5P	OLYMPICS	:30	$600.00	08/08-08/08	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										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*12	TH	10A-5P	OLYMPICS	:60	$1,200.00	08/09-08/09	1	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										
	*13	F	10A-5P	OLYMPICS	:30	$600.00	08/10-08/10	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										
	*14	W	1235A-135A	J FALLON-NBC<	:30	$100.00	08/08-08/08	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										
	*15	F	1235A-135A	J FALLON-NBC<	:30	$100.00	08/10-08/10	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	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	08/11-08/11	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	SA	7A-8A	WAVY NWS SAT7A	:60	$1,000.00	08/11-08/11	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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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*18	SA	9A-6P	OLYMPICS	:30	$800.00	08/11-08/11	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										
	*19	SA-SU	7A-6P	OLYMPICS	:60	$1,600.00	08/11-08/12	1	1	1	$1,600.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST;REVISE DAYS/DATES										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST;REVISE DAYS/DATES										
		V3 More than 2 codes changed										
	*20	SA	6P-630P	SAT. 6PM NEWS	:60	$1,000.00	08/11-08/11	1	1	1	$1,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST;REVISE PRGM										
		Sales Remark: V3 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST;REVISE PRGM										
		V3 More than 2 codes changed										
	*21	SA	1230A-130A	OLYMPICS	:60	$1,400.00	08/11-08/11	1	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										
	*22	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	08/12-08/12	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										
	*23	SU	8A-9A	SUN TODAY-NBC	:30	$800.00	08/12-08/12	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	1130P-12A	INSIDER	:30	$250.00	08/12-08/12	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										

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	*25	SA-SU	6A-7A		:60	$800.00	08/11-08/12	2	1	2	$1,600.00	
		Buyline Comment: NEWS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*26	M	2P-3P		:60	$300.00	08/13-08/13	1	1	1	$300.00	
		Buyline Comment: THE DOCTORS ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*27	M	7A-9A		:60	$3,000.00	08/13-08/13	1	1	1	$3,000.00	
		Buyline Comment: TODAY SHOW ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*28	M	1235A-135A		:60	$200.00	08/13-08/13	1	1	1	$200.00	
		Buyline Comment: J. FALLON ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

---REPORT TOTALS---

Report Totals: 13 / $16,500.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / $16,500.00

Sales Totals: 13 / $16,500.00

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Station Totals: 13 / $16,500.00

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

---COMPETITIVE---

Market Totals	$37,500	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