Rep Order# 6832960 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/13/2012 7:56 AM
EC'd Yes **Last Received:** 07/12/2012 2:18 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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 49,525
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	430A-5A	WAVY NEWS-430A	:30	$100.00	07/16-07/16	1	1	1	$100.00	
Rating: 1.5												
	2	TU	430A-5A	WAVY NEWS-430A	:30	$100.00	07/17-07/17	1	1	1	$100.00	
Rating: 1.5												
	3	W	430A-5A	WAVY NEWS-430A	:30	$100.00	07/18-07/18	1	1	1	$100.00	
Rating: 1.5												
	4	TH	430A-5A	WAVY NEWS-430A	:30	$100.00	07/19-07/19	1	1	1	$100.00	
Rating: 1.5												
	5	F	430A-5A	WAVY NEWS-430A	:30	$100.00	07/20-07/20	1	1	1	$100.00	
Rating: 1.5												
	6	M	430A-5A	WAVY NEWS-430A	:30	$100.00	07/23-07/23	1	1	1	$100.00	
Rating: 1.5												
	7	TU	430A-5A	WAVY NEWS-430A	:30	$100.00	07/24-07/24	1	1	1	$100.00	
Rating: 1.5												
	8	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	07/14-07/14	2	1	2	$800.00	
Rating: 3.8												

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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
	9	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	07/21-07/21	2	1	2	$800.00	
Rating: 3.8												
	10	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	07/14-07/14	2	1	2	$1,000.00	
Rating: 5.9												
	11	SA	7A-8A	WAVY NWS SAT7A	:30	$500.00	07/21-07/21	2	1	2	$1,000.00	
Rating: 5.9												
	12	SA	8A-10A	SATURDAY TODAY	:30	$800.00	07/14-07/14	1	1	1	$800.00	
Rating: 4.5												
	13	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	07/15-07/15	1	1	1	$500.00	
Rating: 3.7												
	14	SU	7A-8A	WAVY NWS SUN7A	:30	$500.00	07/22-07/22	1	1	1	$500.00	
Rating: 3.7												
	15	SU	8A-9A	SUN TODAY	:30	$800.00	07/22-07/22	1	1	1	$800.00	
Rating: 3.9												
	16	M	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/16-07/16	1	1	1	$150.00	
Rating: 1.4												
	17	TU	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/17-07/17	1	1	1	$150.00	
Rating: 1.4												
	18	W	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/18-07/18	1	1	1	$150.00	
Rating: 1.4												
	19	TH	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/19-07/19	1	1	1	$150.00	
Rating: 1.4												

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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
	20	F	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/20-07/20	1	1	1	$150.00	
Rating: 1.4												
	21	M	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/23-07/23	1	1	1	$150.00	
Rating: 1.4												
	22	TU	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/24-07/24	1	1	1	$150.00	
Rating: 1.4												
	23	M	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/16-07/16	1	1	1	$200.00	
Rating: 2.2												
	24	TU	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/17-07/17	1	1	1	$200.00	
Rating: 2.2												
	25	W	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/18-07/18	1	1	1	$200.00	
Rating: 2.2												
	26	TH	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/19-07/19	1	1	1	$200.00	
Rating: 2.2												
	27	F	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/20-07/20	1	1	1	$200.00	
Rating: 2.2												
	28	M	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/23-07/23	1	1	1	$200.00	
Rating: 2.2												
	29	TU	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/24-07/24	1	1	1	$200.00	
Rating: 2.2												
	30	M	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/16-07/16	1	1	1	$300.00	
Rating: 2.4												

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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
	31	TU	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/17-07/17	1	1	1	$300.00	
Rating: 2.4												
	32	W	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/18-07/18	1	1	1	$300.00	
Rating: 2.4												
	33	TH	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/19-07/19	1	1	1	$300.00	
Rating: 2.4												
	34	F	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/20-07/20	1	1	1	$300.00	
Rating: 2.4												
	35	M	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/23-07/23	1	1	1	$300.00	
Rating: 2.4												
	36	TU	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/24-07/24	1	1	1	$300.00	
Rating: 2.4												
	37	M	4P-5P	ANDERSON	:30	$275.00	07/16-07/16	1	1	1	$275.00	
Rating: 1.8												
	38	TU	4P-5P	ANDERSON	:30	$275.00	07/17-07/17	1	1	1	$275.00	
Rating: 1.8												
	39	W	4P-5P	ANDERSON	:30	$275.00	07/18-07/18	1	1	1	$275.00	
Rating: 1.8												
	40	TH	4P-5P	ANDERSON	:30	$275.00	07/19-07/19	1	1	1	$275.00	
Rating: 1.8												
	41	F	4P-5P	ANDERSON	:30	$275.00	07/20-07/20	1	1	1	$275.00	
Rating: 1.8												

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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
	42	M	4P-5P	ANDERSON	:30	$275.00	07/23-07/23	1	1	1	$275.00	
Rating: 1.8												
	43	TU	4P-5P	ANDERSON	:30	$275.00	07/24-07/24	1	1	1	$275.00	
Rating: 1.8												
	44	M	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/16-07/16	1	1	1	$1,200.00	
Rating: 5.9												
	45	W	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/18-07/18	1	1	1	$1,200.00	
Rating: 5.9												
	46	M	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/23-07/23	1	1	1	$1,200.00	
Rating: 5.9												
	47	TU	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/24-07/24	1	1	1	$1,200.00	
Rating: 5.9												
	48	TU	630P-7P	NBC NITELY NWS	:30	$2,500.00	07/17-07/17	1	1	1	$2,500.00	
Rating: 6.4												
	49	TH	630P-7P	NBC NITELY NWS	:30	$2,500.00	07/19-07/19	1	1	1	$2,500.00	
Rating: 6.4												
	50	SA	6P-630P	WAVY NW10 SAT	:30	$500.00	07/14-07/14	1	1	1	$500.00	
Rating: 3.7												
	51	SA	6P-630P	WAVY NW10 SAT	:30	$500.00	07/21-07/21	1	1	1	$500.00	
Rating: 3.7												
	52	SU	6P-7P	WAVY NW10 SUN1	:30	$500.00	07/15-07/15	2	1	2	$1,000.00	
Rating: 3.8												

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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
	53	SU	6P-7P	WAVY NW10 SUN1	:30	$500.00	07/22-07/22	2	1	2	$1,000.00	
Rating: 3.8												
	54	TU	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/17-07/17	1	1	1	$1,000.00	
Rating: 4.2												
	55	TH	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/19-07/19	1	1	1	$1,000.00	
Rating: 4.2												
	56	M	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/23-07/23	1	1	1	$1,000.00	
Rating: 4.2												
	57	SA	7P-8P	ENT TONITE60 W	:30	$300.00	07/14-07/14	1	1	1	$300.00	
Rating: 1.9												
	58	SA	7P-8P	ENT TONITE60 W	:30	$300.00	07/21-07/21	1	1	1	$300.00	
Rating: 1.9												
	59	M	8P-9P	FEAR FACTOR	:30	$1,000.00	07/16-07/16	1	1	1	$1,000.00	
Rating: 5.8												
	60	M	8P-9P	FEAR FACTOR	:30	$1,000.00	07/23-07/23	1	1	1	$1,000.00	
Rating: 5.8												
	61	F	8P-9P	WHIT/COMM	:30	$600.00	07/20-07/20	1	1	1	$600.00	
Rating: 2.9												
	62	F	9P-11P	DATELINE	:30	$1,000.00	07/20-07/20	2	1	2	$2,000.00	
Rating: 3.7												
	63	SA	3P-6P	AMR CNT GOLF CHMP	:30	$200.00	07/21-07/21	4	1	4	$800.00	
Rating: 1.4												

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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
	64	SA	3P-6P	US SNR OPEN 7/14	:30	$200.00	07/14-07/14	4	1	4	$800.00	
Rating: 1.4												
	65	SU	3P-6P	AMR CNT GOLF CHMP	:30	$200.00	07/22-07/22	4	1	4	$800.00	
Rating: 1.4												
	66	SU	3P-6P	US SNR OPEN 7/15	:30	$200.00	07/15-07/15	4	1	4	$800.00	
Rating: 1.4												
	67	SU	7P-9P	DATELINE	:30	$700.00	07/15-07/15	1	1	1	$700.00	
Rating: 2.9												
	68	SU	7P-9P	DATELINE	:30	$700.00	07/22-07/22	1	1	1	$700.00	
Rating: 2.9												
	69	M	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/16-07/16	1	1	1	$1,200.00	
Rating: 5.1												
	70	W	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/18-07/18	1	1	1	$1,200.00	
Rating: 5.1												
	71	F	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/20-07/20	1	1	1	$1,200.00	
Rating: 5.1												
	72	TU	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/24-07/24	1	1	1	$1,200.00	
Rating: 5.1												
	73	SU	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/15-07/15	1	1	1	$1,200.00	
Rating: 6.4												
	74	SU	11P-1135P	WAVY NEWS10-11	:30	$1,200.00	07/22-07/22	1	1	1	$1,200.00	
Rating: 6.4												

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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
	75	M	1135P-1235A	TONITE SHW	:30	$350.00	07/16-07/16	1	1	1	$350.00	
Rating: 2.8												
	76	TU	1135P-1235A	TONITE SHW	:30	$350.00	07/17-07/17	1	1	1	$350.00	
Rating: 2.8												
	77	W	1135P-1235A	TONITE SHW	:30	$350.00	07/18-07/18	1	1	1	$350.00	
Rating: 2.8												
	78	TH	1135P-1235A	TONITE SHW	:30	$350.00	07/19-07/19	1	1	1	$350.00	
Rating: 2.8												
	79	F	1135P-1235A	TONITE SHW	:30	$350.00	07/20-07/20	1	1	1	$350.00	
Rating: 2.8												
	80	M	1135P-1235A	TONITE SHW	:30	$350.00	07/23-07/23	1	1	1	$350.00	
Rating: 2.8												
	81	TU	1135P-1235A	TONITE SHW	:30	$350.00	07/24-07/24	1	1	1	$350.00	
Rating: 2.8												
	82	TU	1235A-135A	J FALLON	:30	$100.00	07/17-07/17	1	1	1	$100.00	
Rating: 1.3												
	83	TH	1235A-135A	J FALLON	:30	$100.00	07/19-07/19	1	1	1	$100.00	
Rating: 1.3												

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
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
	84	F	1235A-135A	J FALLON	:30	$100.00	07/20-07/20	1	1	1	$100.00	
Rating: 1.3												
	85	TU	1235A-135A	J FALLON	:30	$100.00	07/24-07/24	1	1	1	$100.00	
Rating: 1.3												
	86	SU	1130P-12A	INSIDER WK	:30	$250.00	07/15-07/15	1	1	1	$250.00	
Rating: 2.3												
	87	SU	1130P-12A	INSIDER WK	:30	$250.00	07/22-07/22	1	1	1	$250.00	
Rating: 2.3												

--REPORT TOTALS---

Report Totals: 106 / $49,525.00

--SALES MONTHLY TOTALS--

Jul 12: 106 / $49,525.00

Sales Totals: 106 / $49,525.00

Station Totals: 106 / $49,525.00

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

--COMPETITIVE---

Market Totals	$123,813	CATV	0%	WAVY	40%	WGNT	2%	WPXV	0%	WTKR	28%		
		WTVZ	4%	WVBT	3%	WVEC	23%						

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 2798
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2798
Flight Dates 07/14/2012 - 07/24/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CREDIT RISK ---

CASH IN ADVANCE