Rep Order# 6832960 **Ver#** 5 **Status** Revised **Traffic Order#**
EC'd Yes

Printed: 07/24/2012 2:01 PM
Last Received: 07/23/2012 1:37 PM
Showing Buylines: All Rep & Sta Revised 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 --

VER 5 REVISED TP IN LN 60
TOTAL REMAINS 49,525
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*60	M	8P-9P	FEAR FACTOR	:30	$1,000.00	07/23-07/23	1	1	1	$1,000.00	

Rating: 5.8

Buyline Comment: REVISE TP
Sales Remark: V5 REVISE TP
V5 Program Name Change, Comment Changed

--REPORT TOTALS---

Report Totals: 1 / $1,000.00

--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

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Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE