Rep Order# 6832960 **Ver#** 7 **Status** Revised **Traffic Order#** **Printed:** 07/25/2012 2:41 PM
EC'd Yes **Last Received:** 07/25/2012 10:38 AM
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 7 ISSUED TO CXL SPOT MSD LN 68 W/MKGD LN 88
CONTRACT TOTAL REMAINS $49,525
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*68	SU	7P-9P	DATELINE	:30	$700.00	07/22-07/22	0	0	0	$0.00	

Rating: 2.9
Buyline Comment: CXL SPOT MSD DUE SPCL RPRT
Sales Remark: V7 CXL SPOT MSD DUE SPCL RPRT
V7 More than 2 codes changed

	*88	TU	5P-530P	5PM NEWS	:30	$700.00	07/24-07/24	1	1	1	$700.00	

Buyline Comment: MKGD FROM LN 68
Sales Remark: V7 MKGD FROM LN 68
V7 Added

--REPORT TOTALS---

Report Totals: 1 / $700.00

--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

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---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+

--- CREDIT RISK ---

CASH IN ADVANCE