Rep Order# 6825525 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 06/18/2012 4:03 PM
EC'd Yes **Last Received:** 06/18/2012 12:37 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 164
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency ( ) MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //164
Flight Dates 06/20/2012 - 06/25/2012
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 ISSUE ORDER
CONTRACT TOTAL IS $25,775
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	7A-9A		:30	$1,500.00	06/20-06/22	3	1	3	$4,500.00	
		Buyline Comment: TODAY SHOW										
	2	W-F	9A-10A		:30	$300.00	06/20-06/22	3	1	3	$900.00	
		Buyline Comment: TODAY SHOW 2										
	3	W-F	12P-1P		:30	$150.00	06/20-06/22	3	1	3	$450.00	
		Buyline Comment: NOON NEWS										
	4	W-F	6P-630P		:30	$1,200.00	06/20-06/22	3	1	3	$3,600.00	
		Buyline Comment: 6P NEWS										
	5	W-F	7P-730P		:30	$650.00	06/20-06/22	3	1	3	$1,950.00	
		Buyline Comment: ENTERTAINMENT TONIGHT										
	6	W-F	730P-8P		:30	$600.00	06/20-06/22	3	1	3	$1,800.00	
		Buyline Comment: THE INSIDER										
	7	W-F	11P-1135P		:30	$650.00	06/20-06/22	3	1	3	$1,950.00	
		Buyline Comment: LATE NEWS										
	8	F	9P-11P		:30	$800.00	06/22-06/22	2	1	2	$1,600.00	
		Buyline Comment: DATELINE										

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	9	SA	6A-7A		:30	$350.00	06/23-06/23	1	1	1	$350.00	
			Buyline Comment: SATURDAY EARLY AM NEWS									
	10	SA	7P-8P		:30	$175.00	06/23-06/23	1	1	1	$175.00	
			Buyline Comment: ENTERTAINMENT THIS WEEK									
	11	SU	8A-9A		:30	$600.00	06/24-06/24	1	1	1	$600.00	
			Buyline Comment: SUNDAY TODAY SHOW									
	12	SU	9A-10A		:30	$800.00	06/24-06/24	1	1	1	$800.00	
			Buyline Comment: MEET THE PRESS									
	13	SU	6P-7P		:30	$300.00	06/24-06/24	1	1	1	$300.00	
			Buyline Comment: SUNDAY 6P NEWS									
	14	SU	7P-9P		:30	$400.00	06/24-06/24	2	1	2	$800.00	
			Buyline Comment: DATELINE									
	15	SU	11P-1135P		:30	$800.00	06/24-06/24	1	1	1	$800.00	
			Buyline Comment: SUNDAY LATE NEWS									
	16	SU	1135P-1205A		:30	$150.00	06/24-06/24	1	1	1	$150.00	
			Buyline Comment: THE INSIDER WEEKEND									
	17	M	7A-9A		:30	$1,500.00	06/25-06/25	1	1	1	$1,500.00	
			Buyline Comment: TODAY SHOW									
	18	M	9A-10A		:30	$300.00	06/25-06/25	1	1	1	$300.00	
			Buyline Comment: TODAY SHOW 2									
	19	M	12P-1P		:30	$150.00	06/25-06/25	1	1	1	$150.00	
			Buyline Comment: NOON NEWS									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	6P-630P		:30	$1,200.00	06/25-06/25	1	1	1	$1,200.00	
			Buyline Comment: 6P NEWS									
	21	M	7P-730P		:30	$650.00	06/25-06/25	1	1	1	$650.00	
			Buyline Comment: ENTERTAINMENT TONIGHT									
	22	M	730P-8P		:30	$600.00	06/25-06/25	1	1	1	$600.00	
			Buyline Comment: THE INSIDER									
	23	M	11P-1135P		:30	$650.00	06/25-06/25	1	1	1	$650.00	
			Buyline Comment: LATE NEWS									

---REPORT TOTALS---

Report Totals: 39 / $25,775.00

---SALES MONTHLY TOTALS---

Jun 12: 32 / $20,725.00 Jul 12: 7 / $5,050.00

Sales Totals: 39 / $25,775.00

Station Totals: 39 / $25,775.00

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

---COMPETITIVE---

Market Totals	$62,866	CATV	0%	WAVY	41%	WGNT	0%	WPXV	0%	WTKR	31%
		WTVZ	0%	WVBT	4%	WVEC	24%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books FEB12, MAY11, EMAY12
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE