Rep Order# 6837823 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/31/2012 2:26 PM
EC'd Yes **Last Received:** 07/31/2012 2:18 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 445
Buyer KAREN BENCKINI
Phone#
Fax#

Agency ( ) MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //445
Flight Dates 08/01/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: RESTORE OUR FUTURE SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS $44,700
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	530P-6P		:30	$1,500.00	08/01-08/03	2	1	2	$3,000.00	
		Buyline Comment: 530PM NEWS										
	2	W-F	6P-630P		:30	$1,800.00	08/01-08/03	2	1	2	$3,600.00	
		Buyline Comment: 6PM NEWS										
	3	W-F	7P-730P		:30	$1,200.00	08/01-08/03	2	1	2	$2,400.00	
		Buyline Comment: ENTERTAINMENT TONIGHT										
	4	W-SU	8P-12A		:30	$5,000.00	08/01-08/05	2	1	2	$10,000.00	
		Buyline Comment: 2012 SUMMER OLYMPICS										
	5	W-SU	12A-1235A		:30	$1,800.00	08/01-08/05	2	1	2	$3,600.00	
		Buyline Comment: 2012 OLYMPICS LATE NEWS										
	6	SA	6A-7A		:30	$400.00	08/04-08/04	1	1	1	$400.00	
		Buyline Comment: SATURDAY EARLY AM NEWS										
	7	SA-SU	7A-6P		:30	$800.00	08/04-08/05	3	1	3	$2,400.00	
		Buyline Comment: 2012 SUMMER OLYMPICS										
	8	SU	6P-7P		:30	$500.00	08/05-08/05	1	1	1	$500.00	
		Buyline Comment: SUNDAY 6PM NEWS										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M-TH	530P-6P		:30	$1,500.00	08/06-08/09	2	1	2	$3,000.00	
		Buyline Comment: 530PM NEWS										
	10	M-TH	6P-630P		:30	$1,800.00	08/06-08/09	2	1	2	$3,600.00	
		Buyline Comment: 6PM NEWS										
	11	M-TH	7P-730P		:30	$1,200.00	08/06-08/09	3	1	3	$3,600.00	
		Buyline Comment: ENTERTAINMENT TONIGHT										
	12	M-TH	8P-12A		:30	$5,000.00	08/06-08/09	1	1	1	$5,000.00	
		Buyline Comment: 2012 SUMMER OLYMPICS										
	13	M-TH	12A-1235A		:30	$1,800.00	08/06-08/09	2	1	2	$3,600.00	
		Buyline Comment: 2012 OLYMPICS LATE NEWS										

---REPORT TOTALS---

Report Totals: 25 / $44,700.00

---SALES MONTHLY TOTALS---

Aug 12: 25 / $44,700.00

Sales Totals: 25 / $44,700.00

Station Totals: 25 / $44,700.00

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

---COMPETITIVE---

Market Totals	$78,421	CATV	0%	WAVY	57%	WGNT	0%	WPXV	0%	WTKR	7%		
		WTVZ	0%	WVBT	5%	WVEC	31%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

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Books JUL11, EJUL12
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE