Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RNC IE
Product REP. NAT'L COMM. IE
Estimate# 2919
Buyer Tracey Robinson
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2919
Flight Dates 07/27/2012 - 08/10/2012
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 3 ISSUE CXL LNS 1 & 3;MKGD ON LNS 44-45
CXL LNS 4-8, AND 10
REVISE RATE IN LN 9
CXL LNS 12,15 AND 16; MKGDS ON LNS 46-48
CXL LNS 20-21 AND 30-33
ADD TO SKED LN 49
TOTAL REMAINS 63,650
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	F	5A-6A	WAVY NEWS-5A	:30	$500.00	07/27-07/27	0	0	0	$0.00	
Rating: 3.0												
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*3	F	430A-459A	WAVY NEWS-430A	:30	$100.00	07/27-07/27	0	0	0	$0.00	
Rating: 1.5												
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V3 CXL DUE N/A										
		V3 More than 2 codes changed										
	*4	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	07/28-07/28	0	1	0	$800.00	
							08/04-08/04	2	1	2		
Rating: 3.8												
		Buyline Comment: CXL 7/8 DUE N/A DUE OLYMPICS										
		Sales Remark: V3 CXL 7/8 DUE N/A DUE OLYMPICS										
		V3 More than 2 codes changed										

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	*5	SU	6A-7A	WAVY NWS SUN6A	:30	$400.00	08/05-08/05	0	0	0	$0.00	

Rating: 3.3
Buyline Comment: CXL DUE N/A DUE OLYMPICS
Sales Remark: V3 CXL DUE N/A DUE OLYMPICS
V3 More than 2 codes changed

	*6	F	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/27-07/27	0	0	0	$0.00	

Rating: 1.4
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*7	F	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/27-07/27	0	0	0	$0.00	

Rating: 2.2
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*8	F	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/27-07/27	0	0	0	$0.00	

Rating: 2.4
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

	*9	SA	5A-6P	OLYMPICS WKND 7/28	:30	$1,600.00	07/28-07/28	5	1	5	$8,000.00	

Rating: 5.8
Buyline Comment: REVISE RATE
Sales Remark: V3 REVISE RATE
V3 More than 2 codes changed

	*10	F	4P-5P	ANDERSON	:30	$275.00	07/27-07/27	0	0	0	$0.00	

Rating: 1.8
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*12	F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/27-07/27	0	0	0	$0.00	

Rating: 5.9
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

| | *15 | F | 7P-730P | ENT TONIGHT 30 | :30 | $1,000.00 | 07/27-07/27 | 0 | 0 | 0 | $0.00 | |

Rating: 4.2
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

| | *16 | F | 8P-12A | OLYMPIC PT | :30 | $5,000.00 | 07/27-07/27 | 0 | 0 | 0 | $0.00 | |

Rating: 11.4
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

| | *20 | SU | 7A-6P | OLYMPICS WKND 7/29 | :30 | $800.00 | 07/29-07/29 | 0 | 0 | 0 | $0.00 | |

Rating: 5.5
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

| | *21 | SA | 12A-1235A | OLYMPICS LN 8/4 | :30 | $1,500.00 | 08/04-08/04 | 0 | 0 | 0 | $0.00 | |

Rating: 7.0
Buyline Comment: CXL DUE N/A
Sales Remark: V3 CXL DUE N/A
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*30	M-TH	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/30-08/02	0	0	0	$0.00	

Rating: 1.4
Buyline Comment: CXL DUE N/A DUE OLYMPICS
Sales Remark: V3 CXL DUE N/A DUE OLYMPICS
V3 More than 2 codes changed

| | *31 | M-TH | 12P-1P | WAVY NEWS10-NN | :30 | $200.00 | 07/30-08/02 | 0 | 0 | 0 | $0.00 | |

Rating: 2.2
Buyline Comment: CXL DUE N/A DUE OLYMPICS
Sales Remark: V3 CXL DUE N/A DUE OLYMPICS
V3 More than 2 codes changed

| | *32 | M-TH | 1P-2P | DAYS-OUR LIVES | :30 | $300.00 | 07/30-08/02 | 0 | 0 | 0 | $0.00 | |

Rating: 2.4
Buyline Comment: CXL DUE N/A DUE OLYMPICS
Sales Remark: V3 CXL DUE N/A DUE OLYMPICS
V3 More than 2 codes changed

| | *33 | M-TH | 4P-5P | ANDERSON | :30 | $275.00 | 07/30-08/02 | 0 | 0 | 0 | $0.00 | |

Rating: 1.8
Buyline Comment: CXL DUE N/A DUE OLYMPICS
Sales Remark: V3 CXL DUE N/A DUE OLYMPICS
V3 More than 2 codes changed

| | *44 | M-F | 5A-6A | WAVY NEWS-5A | :30 | $500.00 | 07/30-08/03 | 1 | 1 | 1 | $500.00 | |

Rating: 3.0
Buyline Comment: MKGD FROM LN 1
Sales Remark: V3 MKGD FROM LN 1
V3 Added

| | *45 | M-F | 430A-459A | WAVY NEWS-430A | :30 | $100.00 | 07/30-08/03 | 1 | 1 | 1 | $100.00 | |

Rating: 1.5
Buyline Comment: MKGD FROM LN 3
Sales Remark: V3 MKGD FROM LN 3
V3 Added

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*46	M-F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/30-08/03	1	1	1	$1,200.00	

Rating: 5.9
Buyline Comment: MKGD FROM LN 12
Sales Remark: V3 MKGD FROM LN 12
V3 Added

	*47	M-F	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/30-08/03	1	1	1	$1,000.00	

Rating: 4.2
Buyline Comment: MKGD FROM LN 15
Sales Remark: V3 MKGD FROM LN 15
V3 Added

	*48	M-F	8P-12A	OLYMPIC PT	:30	$5,000.00	07/30-08/03	1	1	1	$5,000.00	

Rating: 11.4
Buyline Comment: MKGD FROM LN 16
Sales Remark: V3 MKGD FROM LN 16
V3 Added

	*49	SU	7P-12A	OLYMPICS	:30	$4,550.00	07/29-07/29	1	1	1	$4,550.00	

Buyline Comment: ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

---REPORT TOTALS---

Report Totals: 13 / $21,150.00

---SALES MONTHLY TOTALS---

Jul 12: 9 / $14,050.00 Aug 12: 47 / $49,600.00

Sales Totals: 56 / $63,650.00

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Station Totals: 56 / $63,650.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$117,870	CATV	0%	WAVY	54%	WGNT	1%	WPXV	0%	WTKR	19%		
		WTVZ	5%	WVBT	2%	WVEC	19%						

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE