Rep Order# 6860583 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/03/2012 3:36 PM
EC'd Yes **Last Received:** 10/03/2012 10:27 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .SPECIAL OPS OPSEC E
Product Special Ops OPSEC Ed
Estimate# 1085
Buyer Emily Milhoan
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 4/128/1085
Flight Dates 10/04/2012 - 10/10/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 80,300
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	11P-1135P	WAVY NEWS10-11<	:30	$2,000.00	10/04-10/04	1	1	1	$2,000.00	
	2	F	11P-1135P	WAVY NEWS10-11<	:30	$2,000.00	10/05-10/05	1	1	1	$2,000.00	
	3	M	11P-1135P	WAVY NEWS10-11<	:30	$2,000.00	10/08-10/08	1	1	1	$2,000.00	
	4	TU	11P-1135P	WAVY NEWS10-11<	:30	$2,000.00	10/09-10/09	1	1	1	$2,000.00	
	5	W	11P-1135P	WAVY NEWS10-11<	:30	$2,000.00	10/10-10/10	1	1	1	$2,000.00	
	6	TH	730P-8P	INSIDER<	:30	$1,500.00	10/04-10/04	1	1	1	$1,500.00	
	7	F	730P-8P	INSIDER<	:30	$1,500.00	10/05-10/05	1	1	1	$1,500.00	
	8	M	730P-8P	INSIDER<	:30	$1,500.00	10/08-10/08	1	1	1	$1,500.00	
	9	TU	730P-8P	INSIDER<	:30	$1,500.00	10/09-10/09	1	1	1	$1,500.00	
	10	W	730P-8P	INSIDER<	:30	$1,500.00	10/10-10/10	1	1	1	$1,500.00	
	11	TH	5P-530P	WAVY NEWS10-5	:30	$1,500.00	10/04-10/04	1	1	1	$1,500.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	12	F	5P-530P	WAVY NEWS10-5	:30	$1,500.00	10/05-10/05	1	1	1	$1,500.00	
	13	M	5P-530P	WAVY NEWS10-5	:30	$1,500.00	10/08-10/08	1	1	1	$1,500.00	
	14	TU	5P-530P	WAVY NEWS10-5	:30	$1,500.00	10/09-10/09	1	1	1	$1,500.00	
	15	W	5P-530P	WAVY NEWS10-5	:30	$1,500.00	10/10-10/10	1	1	1	$1,500.00	
	16	TH	7A-9A	TODAY SHW	:30	$2,000.00	10/04-10/04	1	1	1	$2,000.00	
	17	F	7A-9A	TODAY SHW	:30	$2,000.00	10/05-10/05	1	1	1	$2,000.00	
	18	M	7A-9A	TODAY SHW	:30	$2,000.00	10/08-10/08	1	1	1	$2,000.00	
	19	TU	7A-9A	TODAY SHW	:30	$2,000.00	10/09-10/09	1	1	1	$2,000.00	
	20	W	7A-9A	TODAY SHW	:30	$2,000.00	10/10-10/10	1	1	1	$2,000.00	
	21	TH	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/04-10/04	1	1	1	$2,000.00	
	22	F	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/05-10/05	1	1	1	$2,000.00	
	23	M	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/08-10/08	1	1	1	$2,000.00	
	24	TU	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/09-10/09	1	1	1	$2,000.00	
	25	W	6P-630P	WAVY NEWS10-6	:30	$2,000.00	10/10-10/10	1	1	1	$2,000.00	
	26	TH	530P-6P	WAVY10NWS-5.30	:30	$1,500.00	10/04-10/04	1	1	1	$1,500.00	
	27	F	530P-6P	WAVY10NWS-5.30	:30	$1,500.00	10/05-10/05	1	1	1	$1,500.00	
	28	M	530P-6P	WAVY10NWS-5.30	:30	$1,500.00	10/08-10/08	1	1	1	$1,500.00	

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Salesperson FAX# 215-567-5938

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	29	TU	530P-6P	WAVY10NWS-5.30	:30	$1,500.00	10/09-10/09	1	1	1	$1,500.00	
	30	W	530P-6P	WAVY10NWS-5.30	:30	$1,500.00	10/10-10/10	1	1	1	$1,500.00	
	31	TH	6A-7A	WAVY NEWS-6A	:30	$2,000.00	10/04-10/04	1	1	1	$2,000.00	
	32	F	6A-7A	WAVY NEWS-6A	:30	$2,000.00	10/05-10/05	1	1	1	$2,000.00	
	33	M	6A-7A	WAVY NEWS-6A	:30	$2,000.00	10/08-10/08	1	1	1	$2,000.00	
	34	TU	6A-7A	WAVY NEWS-6A	:30	$2,000.00	10/09-10/09	1	1	1	$2,000.00	
	35	W	6A-7A	WAVY NEWS-6A	:30	$2,000.00	10/10-10/10	1	1	1	$2,000.00	
	36	SU	8A-9A	SUN TODAY-NBC	:30	$1,200.00	10/07-10/07	1	1	1	$1,200.00	
	37	TH	4P-5P	ANDERSON	:30	$500.00	10/04-10/04	1	1	1	$500.00	
	38	F	4P-5P	ANDERSON	:30	$500.00	10/05-10/05	1	1	1	$500.00	
	39	M	4P-5P	ANDERSON	:30	$500.00	10/08-10/08	1	1	1	$500.00	
	40	TU	4P-5P	ANDERSON	:30	$500.00	10/09-10/09	1	1	1	$500.00	
	41	W	4P-5P	ANDERSON	:30	$500.00	10/10-10/10	1	1	1	$500.00	
	42	TH	10A-11A	TODAY SHW3-NBC	:30	$400.00	10/04-10/04	1	1	1	$400.00	
	43	F	10A-11A	TODAY SHW3-NBC	:30	$400.00	10/05-10/05	1	1	1	$400.00	
	44	M	10A-11A	TODAY SHW3-NBC	:30	$400.00	10/08-10/08	1	1	1	$400.00	

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

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	45	TU	10A-11A	TODAY SHW3-NBC	:30	$400.00	10/09-10/09	1	1	1	$400.00	
	46	W	10A-11A	TODAY SHW3-NBC	:30	$400.00	10/10-10/10	1	1	1	$400.00	
	47	TH	11A-12P	HAMPTN RDS SHW	:30	$200.00	10/04-10/04	1	1	1	$200.00	
	48	F	11A-12P	HAMPTN RDS SHW	:30	$200.00	10/05-10/05	1	1	1	$200.00	
	49	M	11A-12P	HAMPTN RDS SHW	:30	$200.00	10/08-10/08	1	1	1	$200.00	
	50	TU	11A-12P	HAMPTN RDS SHW	:30	$200.00	10/09-10/09	1	1	1	$200.00	
	51	W	11A-12P	HAMPTN RDS SHW	:30	$200.00	10/10-10/10	1	1	1	$200.00	
	52	TH	2P-3P	DOCTORS	:30	$200.00	10/04-10/04	1	1	1	$200.00	
	53	F	2P-3P	DOCTORS	:30	$200.00	10/05-10/05	1	1	1	$200.00	
	54	M	2P-3P	DOCTORS	:30	$200.00	10/08-10/08	1	1	1	$200.00	
	55	TU	2P-3P	DOCTORS	:30	$200.00	10/09-10/09	1	1	1	$200.00	
	56	W	2P-3P	DOCTORS	:30	$200.00	10/10-10/10	1	1	1	$200.00	
	57	TH	5A-6A	WAVY NEWS-5A	:30	$700.00	10/04-10/04	1	1	1	$700.00	
	58	F	5A-6A	WAVY NEWS-5A	:30	$700.00	10/05-10/05	1	1	1	$700.00	
	59	M	5A-6A	WAVY NEWS-5A	:30	$700.00	10/08-10/08	1	1	1	$700.00	
	60	TU	5A-6A	WAVY NEWS-5A	:30	$700.00	10/09-10/09	1	1	1	$700.00	
	61	W	5A-6A	WAVY NEWS-5A	:30	$700.00	10/10-10/10	1	1	1	$700.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	62	SU	7A-8A	WAVY NWS SUN7A	:30	$800.00	10/07-10/07	1	1	1	$800.00	
	63	TH	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/04-10/04	1	1	1	$500.00	
	64	F	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/05-10/05	1	1	1	$500.00	
	65	M	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/08-10/08	1	1	1	$500.00	
	66	TU	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/09-10/09	1	1	1	$500.00	
	67	W	9A-10A	TODAY SHW2-NBC	:30	$500.00	10/10-10/10	1	1	1	$500.00	
	68	SU	6A-7A	WAVY NWS SUN6A	:30	$500.00	10/07-10/07	1	1	1	$500.00	
	69	TH	12P-1P	WAVY NEWS10-NN	:30	$300.00	10/04-10/04	1	1	1	$300.00	
	70	F	12P-1P	WAVY NEWS10-NN	:30	$300.00	10/05-10/05	1	1	1	$300.00	
	71	M	12P-1P	WAVY NEWS10-NN	:30	$300.00	10/08-10/08	1	1	1	$300.00	
	72	TU	12P-1P	WAVY NEWS10-NN	:30	$300.00	10/09-10/09	1	1	1	$300.00	
	73	W	12P-1P	WAVY NEWS10-NN	:30	$300.00	10/10-10/10	1	1	1	$300.00	
	74	SA	7A-8A	WAVY NWS SAT7A	:30	$800.00	10/06-10/06	1	1	1	$800.00	
	75	SA	6A-7A	WAVY NWS SAT6A	:30	$500.00	10/06-10/06	1	1	1	$500.00	

---REPORT TOTALS---

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

Report Totals: 75 / $80,300.00

--SALES MONTHLY TOTALS--

Oct 12: 75 / $80,300.00

Sales Totals: 75 / $80,300.00

Station Totals: 75 / $80,300.00

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

--COMPETITIVE---

Market Totals	$178,444	CATV	0%	WAVY	45%	WGNT	1%	WPXV	0%	WTKR	12%
		WTVZ	0%	WVBT	3%	WVEC	39%				

--COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK ---

CASH IN ADVANCE