**Rep Order#** 6831648 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/25/2012 3:32 PM
**EC'd** Yes **Last Received:** 07/25/2012 3:31 PM
**Showing Buylines:** All Lines

**Station** WAVY-TV NORFOLK, VA.
**Advertiser** ( ) .US CHAMBER OF CMRC
**Product** US CHAMBER OF COMM.
**Estimate#** 73729
**Buyer** CARMEN MAGDALENO
**Phone#**
**Fax#**

**Agency** ( ) DEL CIELO MEDIA
10755 SCRIPPS POWAY PARKWAY, SUITE#550
SAN DIEGO, CA 92131
**Agency C/P1/P2/E** //73729
**Flight Dates** 07/26/2012 - 07/29/2012
**Hiatus Weeks**

**Rep Firm**
**Sales Office** ( ) LOS ANGELES
**Salesperson** ( ) DEBBIE CARTER

**Salesperson Phone#** 323-761-6119
**Salesperson FAX#** 323-686-5240

**-- CONTRACT COMMENT --**

SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | F | 9A-10A | | :30 | $500.00 | 07/27-07/27 | 2 | 1 | 2 | $1,000.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| | | | Buyline Comment: TODAY SHOW | | | | | | | | | |
| | 2 | TH | 12P-1P | | :30 | $200.00 | 07/26-07/26 | 1 | 1 | 1 | $200.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 3 | F | 12P-1P | | :30 | $200.00 | 07/27-07/27 | 2 | 1 | 2 | $400.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 4 | TH-F | 2P-3P | | :30 | $150.00 | 07/26-07/27 | 4 | 1 | 4 | $600.00 | |
| Rating: 1.0 | | | | | | | | | | | | |
| | | | Buyline Comment: DOCTORS - PLS RUN 2/DAY | | | | | | | | | |
| | | Sales Remark: | V1 PLS RUN 2/DAY | | | | | | | | | |
| | 5 | TH-F | 4P-5P | | :30 | $275.00 | 07/26-07/27 | 4 | 1 | 4 | $1,100.00 | |
| Rating: 2.3 | | | | | | | | | | | | |
| | | | Buyline Comment: ANDERSON - PLS RUN 2/DAY | | | | | | | | | |
| | | Sales Remark: | V1 PLS RUN 2/DAY | | | | | | | | | |
| | 6 | F | 5A-6A | | :30 | $40.00 | 07/27-07/27 | 1 | 1 | 1 | $40.00 | |
| Rating: 3.9 | | | | | | | | | | | | |
| | | | Buyline Comment: NEWS | | | | | | | | | |

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**Agency** ( ) DEL CIELO MEDIA
10755 SCRIPPS POWAY PARKWAY, SUITE#550
SAN DIEGO, CA 92131
**Agency C/P1/P2/E** //73729
**Flight Dates** 07/26/2012 - 07/29/2012
**Hiatus Weeks**

**Rep Firm**
**Sales Office** ( ) LOS ANGELES
**Salesperson** ( ) DEBBIE CARTER

**Salesperson Phone#** 323-761-6119
**Salesperson FAX#** 323-686-5240

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 7 | TH-F | 530P-6P | | :30 | $1,000.00 | 07/26-07/27 | 2 | 1 | 2 | $2,000.00 | |
| Rating: 4.9 | | | | | | | | | | | | |
| | | Buyline Comment: NEWS - PLS RUN 1/DAY | | | | | | | | | | |
| | | Sales Remark: V1 PLS RUN 1/DAY | | | | | | | | | | |
| | 8 | F | 6P-630P | | :30 | $1,350.00 | 07/27-07/27 | 1 | 1 | 1 | $1,350.00 | |
| Rating: 6.1 | | | | | | | | | | | | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 9 | SA | 6P-630P | | :30 | $595.00 | 07/28-07/28 | 1 | 1 | 1 | $595.00 | |
| Rating: 4.5 | | | | | | | | | | | | |
| | | Buyline Comment: SAT NEWS | | | | | | | | | | |
| | 10 | SU | 6P-630P | | :30 | $595.00 | 07/29-07/29 | 2 | 1 | 2 | $1,190.00 | |
| Rating: 4.8 | | | | | | | | | | | | |
| | | Buyline Comment: SUN NEWS | | | | | | | | | | |
| | 11 | TH | 1235A-135A | | :30 | $100.00 | 07/26-07/26 | 1 | 1 | 1 | $100.00 | |
| Rating: 1.3 | | | | | | | | | | | | |
| | | Buyline Comment: FALLON | | | | | | | | | | |
| | 12 | TH | 11P-1135P | | :30 | $1,200.00 | 07/26-07/26 | 1 | 1 | 1 | $1,200.00 | |
| Rating: 4.6 | | | | | | | | | | | | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 13 | TH-F | 7P-730P | | :30 | $1,620.00 | 07/26-07/27 | 2 | 1 | 2 | $3,240.00 | |
| Rating: 4.3 | | | | | | | | | | | | |
| | | Buyline Comment: ET - PLS AIR 1/DAY | | | | | | | | | | |
| | | Sales Remark: V1 PLS AIR 1/DAY | | | | | | | | | | |
| | 14 | SU | 7P-8P | | :30 | $200.00 | 07/29-07/29 | 1 | 1 | 1 | $200.00 | |
| Rating: 2.5 | | | | | | | | | | | | |
| | | Buyline Comment: ET WKND | | | | | | | | | | |

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**--REPORT TOTALS---**

Report Totals: 25 / $13,215.00

**--SALES MONTHLY TOTALS--**

Jul 12: 25 / $13,215.00

Sales Totals: 25 / $13,215.00

Station Totals: 25 / $13,215.00

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

**--COMPETITIVE---**

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Market Totals | $40,045 | CATV | 0% | WAVY | 33% | WGNT | 0% | WPXV | 0% | WTKR | 35% |
| | | WTVZ | 0% | WVBT | 3% | WVEC | 29% | | | | |

Books MAY12, JUL11
Demos RA35+

**-- CREDIT RISK ---**

CASH IN ADVANCE