Rep Order# 6837110 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/27/2012 10:06 AM
EC'd Yes **Last Received:** 07/27/2012 7:24 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .US CHAMBER OF CMRC
Product US CHAMBER OF COMM.
Estimate# 730805
Buyer SARAH LINDEN
Phone#
Fax#

Agency ( ) DEL CIELO MEDIA
10755 SCRIPPS POWAY PARKWAY, SUITE#550
SAN DIEGO, CA 92131
Agency C/P1/P2/E //730805
Flight Dates 07/30/2012 - 08/09/2012
Hiatus Weeks

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

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

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

NEW ORDER. STARTS 7/30
PLS CONFIRM.
THX, SUE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	5A-6A		:30	$500.00	07/30-08/03	5	1	5	$2,500.00	
Rating: 3.9												
		Buyline Comment: NEWS - 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	2	M-TU	5A-6A		:30	$500.00	08/06-08/07	2	1	2	$1,000.00	
Rating: 3.9												
		Buyline Comment: NEWS - 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	3	SA	6A-7A		:30	$400.00	08/04-08/04	1	1	1	$400.00	
Rating: 3.7												
		Buyline Comment: NEWS										
	4	TU,TH	6P-630P		:30	$1,200.00	07/31-08/02	2	1	2	$2,400.00	
Rating: 6.1												
		Buyline Comment: NEWS - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	5	TU	6P-630P		:30	$1,200.00	08/07-08/07	1	1	1	$1,200.00	
Rating: 6.1												
		Buyline Comment: NEWS										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .US CHAMBER OF CMRC
Product US CHAMBER OF COMM.
Estimate# 730805
Buyer SARAH LINDEN
Phone#
Fax#

Agency ( ) DEL CIELO MEDIA
10755 SCRIPPS POWAY PARKWAY, SUITE#550
SAN DIEGO, CA 92131
Agency C/P1/P2/E //730805
Flight Dates 07/30/2012 - 08/09/2012
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
	6	SU	6P-7P		:30	$500.00	08/05-08/05	1	1	1	$500.00	
Rating: 4.0												
		Buyline Comment: NEWS										
	7	M,W	7P-730P		:30	$1,000.00	07/30-08/01	2	1	2	$2,000.00	
Rating: 4.3												
		Buyline Comment: ET - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	8	M	7P-730P		:30	$1,000.00	08/06-08/06	1	1	1	$1,000.00	
Rating: 4.3												
		Buyline Comment: ET										
	9	TU,TH	730P-8P		:30	$1,000.00	07/31-08/02	2	1	2	$2,000.00	
Rating: 3.8												
		Buyline Comment: INSIDER - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	10	TU	730P-8P		:30	$1,000.00	08/07-08/07	1	1	1	$1,000.00	
Rating: 3.8												
		Buyline Comment: INSIDER										
	11	SA	7P-8P		:30	$200.00	08/04-08/04	1	1	1	$200.00	
Rating: 2.5												
		Buyline Comment: ET WKND										
	12	M-TU	530P-6P		:30	$900.00	08/06-08/07	2	1	2	$1,800.00	
Rating: 4.9												
		Buyline Comment: NEWS - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	13	M,W,F	530P-6P		:30	$900.00	07/30-08/03	3	1	3	$2,700.00	
Rating: 4.9												
		Buyline Comment: NEWS - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .US CHAMBER OF CMRC
Product US CHAMBER OF COMM.
Estimate# 730805
Buyer SARAH LINDEN
Phone#
Fax#

Agency ( ) DEL CIELO MEDIA
10755 SCRIPPS POWAY PARKWAY, SUITE#550
SAN DIEGO, CA 92131
Agency C/P1/P2/E //730805
Flight Dates 07/30/2012 - 08/09/2012
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
	14	M,W,F	6P-630P		:30	$1,200.00	07/30-08/03	2	1	2	$2,400.00	
Rating: 6.1												
		Buyline Comment: NEWS - PLS AIR 1/DAY										
		Sales Remark: V1 1/DAY										
	15	TU,TH-F	7P-730P		:30	$1,000.00	07/31-08/03	3	1	3	$3,000.00	
Rating: 4.3												
		Buyline Comment: ET - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	16	M,W,F	730P-8P		:30	$1,000.00	07/30-08/03	3	1	3	$3,000.00	
Rating: 3.0												
		Buyline Comment: INSIDER - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	17	M,W,F	6A-7A		:30	$1,500.00	07/30-08/03	3	1	3	$4,500.00	
Rating: 6.9												
		Buyline Comment: NEWS - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	18	TU-TH,SA	8P-12A		:30	$5,000.00	07/31-08/04	4	1	4	$20,000.00	
Rating: 5.5												
		Buyline Comment: OLYMPICS - PLS RUN 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	19	M-TU	8P-12A		:30	$5,000.00	08/06-08/07	2	1	2	$10,000.00	
Rating: 5.5												
		Buyline Comment: OLYMPICS - PLS RUN 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	20	SU	7P-12A		:30	$5,000.00	08/05-08/05	1	1	1	$5,000.00	
Rating: 5.5												
		Buyline Comment: OLYMPICS - PLS RUN 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .US CHAMBER OF CMRC
Product US CHAMBER OF COMM.
Estimate# 730805
Buyer SARAH LINDEN
Phone#
Fax#

Agency ( ) DEL CIELO MEDIA
10755 SCRIPPS POWAY PARKWAY, SUITE#550
SAN DIEGO, CA 92131
Agency C/P1/P2/E //730805
Flight Dates 07/30/2012 - 08/09/2012
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
	21	M-TU,TH-F	12A-1235A		:30	$1,200.00	07/30-08/03	4	1	4	$4,800.00	
Rating: 4.6												
		Buyline Comment: LT NEWS - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	22	M-TU	12A-1235A		:30	$1,200.00	08/06-08/07	2	1	2	$2,400.00	
Rating: 4.6												
		Buyline Comment: LT NEWS - PLS AIR 1/DAY										
		Sales Remark: V1 PLS AIR 1/DAY										
	23	SU	6A-6P		:30	$800.00	08/05-08/05	4	1	4	$3,200.00	
Rating: 4.0												
		Buyline Comment: OLYMPICS - PLS GIVE MAX SEP										
		Sales Remark: V1 PLS GIVE MAX SEP										

---REPORT TOTALS---

Report Totals: 52 / $77,000.00

---SALES MONTHLY TOTALS---

Aug 12: 52 / $77,000.00

Sales Totals: 52 / $77,000.00

Station Totals: 52 / $77,000.00

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

---COMPETITIVE---

Market Totals	$233,333	CATV	0%	WAVY	33%	WGNT	0%	WPXV	0%	WTKR	35%
		WTVZ	0%	WVBT	3%	WVEC	29%				

---COMPETITIVE COMMENTS---

ALL SHARES AND RANKING ARE ESTIMATED.

Books null

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .US CHAMBER OF CMRC
Product US CHAMBER OF COMM.
Estimate# 730805
Buyer SARAH LINDEN
Phone#
Fax#
Demos RA35+

Agency ( ) DEL CIELO MEDIA
10755 SCRIPPS POWAY PARKWAY, SUITE#550
SAN DIEGO, CA 92131
Agency C/P1/P2/E //730805
Flight Dates 07/30/2012 - 08/09/2012
Hiatus Weeks

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

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

--- CREDIT RISK ---
CASH IN ADVANCE