

Milwaukee (WVTV)

# Official Traffic Log for Monday October 21, 2013

as of (Oct 18 2013 4:25PM)

Operator Signature

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
_____	7:00:00AM	00:30:00	TEEN 13 UP EL-Think Big TV-G							
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
_____	7:00:10AM	00:08:00	Segment 1	Program Segment			SEG 1/barter 2:00/SEG 2/VTR TKBG			
_____	7:08:10AM	00:00:30	Break 1a	Local-PROMO						
_____	7:08:10AM	00:00:30	PS18INSURE	Promo/PSA	77028	PS18INSURE300 K				1.1
_____	7:08:40AM	00:02:00	Break 1b	Local-SPOT					Various	
_____	7:08:40AM	00:01:00	Time Warner Retrains	Local Spot Agency BRD	11488	GNS TT360	STORM REVISED 3-TP 79.99 DRTV /DDRWS	6:00:00AM 4:55:00AM	MEDIA-CABLE 1630946.43 #1411/42 Q4 DRT	
_____	7:09:40AM	00:00:30	Gray Matter	Local Per Inquiry BRD	17101	ACP3	CPAP MEDICAL SUPPLIES/800-794-1092	5:00:00AM 4:59:00AM	DIRECT RESPON1647763.1 CPAP Medical Sup	
_____	7:10:10AM	00:00:30	Cannon & Dunphy	Local Spot Agency BRD	11911	1210014T1	PAT WHEN TO SETTLE REVISED /DDRWS	6:00:00AM 1:00:00AM	SERVICES-LAW 1448186.16 4Q2013	
_____	7:10:40AM	00:13:10	Segment 2	Program Segment			SEG 3/barter 1:30/VTR TKBG			
_____	7:23:50AM	00:02:30	Break 2a	Local-SPOT						
_____	7:23:50AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11376	EG295	BEST ADVICE	5:00:00AM 2:00:00AM	SERVICES-LAW 1453607.80 2013 - OCT	
_____	7:24:20AM	00:01:00	ITTN-United Health Care	Local Spot Agency BRD	13151	IDUH100L	THE FACTS	6:00:00AM 12:00:00AM	MEDICAL-HEAL11652198.4 UHTHDA99	
_____	7:25:20AM	00:01:00	Newsmax Media Inc-Corp Platform	Local Corp Platform Agency BRD	11369	NM621FPROP6 0	NEWSMAX/CORP /DDRWS	6:00:00AM 4:00:00PM	DIRECT RESPON1666223.1 NEWSMAX/CORP	

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	7:26:20AM	00:03:30	Segment 3	Program Segment			SEG 4/free spots/credits/VTR TKBG			
	7:29:50AM	00:00:10	Station ID	Station ID						
	7:29:50AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGALI D10			Various	1.1

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7:30:00AM	00:30:00	Paid Program 730a	N/R							
7:30:00AM	00:00:10	Promo 1		promoDisclaimer	70057	18PDISC10				
7:30:10AM	00:28:30	Paid Break		Paid Programming			NTR			
7:30:10AM	00:28:30	Cannella Response Television Inc		Local Corp Longform Agency BRD	55065	8006259526	WVTV/PERFECTER 3X33	7:30:00AM 8:00:00AM	PAID PROGRAM\$1647551.37	4Q 2013 PAID
7:58:40AM	00:01:10	Break 1a		Local-SPOT						
7:58:40AM	00:00:30	Attorney David Gruber		Local Spot Direct BRD	11552	OPERATIONDRE AM30	OPERATION DREAM/RODGERS /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1453607.80	2013 - OCT
7:59:10AM	00:00:30	Discover The Dinosaurs		Local Spot Agency BRD	11273	DINOS58B	SPOT #1	6:00:00AM 11:00:00PM	ENTERTAINMENT1663784.2	Discover The Dinc
7:59:40AM	00:00:05	Hupv & Abraham-Northampton		Local Spot Agency BRD	11447	33535	JUB.05.REV /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1491091.2	Q4 '13 JUB
7:59:45AM	00:00:05	18 FACEBOOK ID 5		Promo/PSA	77645	18FBOOKID5				1.1
7:59:50AM	00:00:10	Station ID		Station ID						
7:59:50AM	00:00:05	18 ORIGINALS TUESDAY ID		Promo/PSA	76704	18ORIG5A	/DDRWS			1.1
7:59:55AM	00:00:05	18 DAYTIME TALK ID		Promo/PSA	76545	18TALKID	/DDRWS			1.1