

Milwaukee (WWTW)

Official Traffic Log for Tuesday July 23, 2013

as of (Jul 22 2013 4:48PM)

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-Dog Tales TV-13							
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
_____	7:00:10AM	00:17:00	Segment 1	Program Segment			Seg 1/BB/Barter 2.00/Seg 2/VTR DTL			
_____	7:17:10AM	00:01:30	Break 1a	Local-SPOT						
_____	7:17:10AM	00:00:15	John Pauls Buick GMC	Local Spot Agency BRD	11220	JPBGMCCJULYSE RVIC	JULY SERVICE /DDRWS	5:00:00AM 4:59:00AM	AUTO DOMESTIC1566360.5 JULY	
_____	7:17:25AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11561	FFEE60	FLIP JACK PAN/800-677-6708	5:00:00AM 4:59:00AM	DIRECT RESPON1518553.2 FLIP JACK PAN	
_____	7:18:25AM	00:00:15	John Pauls Buick GMC	Local Spot Agency BRD	11219	JPBGMCCJULYSA LESB	JULY SALES /DDRWS	5:00:00AM 4:59:00AM	AUTO DOMESTIC1566360.5 JULY	
_____	7:18:40AM	00:00:15	Segment 2	Program Segment			sponsored BB/VTR DTL			
_____	7:18:55AM	00:01:45	Break 1b	Local-SPOT						
_____	7:18:55AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	11335	EG288B	ANSWERS	5:00:00AM 2:00:00AM	SERVICES-LAW 11453597.84 2013 - JUL	
_____	7:19:05AM	00:00:30	Kaplan University Learning Center Milwaukee	Local Spot Agency BRD	11746	DAWNMMOM731	DAWN MOM CLASSES START 7-31	5:00:00AM 4:59:00AM	SCHOOLS-STATE1543345.12 JULY	
_____	7:19:35AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11561	FFEE60	FLIP JACK PAN/800-677-6708	5:00:00AM 4:59:00AM	DIRECT RESPON1518553.3 FLIP JACK PAN	
_____	7:20:35AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10983	33522	NO FEE.5.WS.GFXSTND /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW 11495007.2 3Q13 PI	

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	7:20:40AM	00:04:10	Segment 3	Program Segment			Seg 3/BB/Barter 1:30/promo/VTR DTL			
	7:24:50AM	00:00:30	Break 2a	Local-PROMO						
	7:24:50AM	00:00:30	PS18ANIMAL	Promo/PSA	77070	PS18ANIMAL300 K			Various	1.1
	7:25:20AM	00:01:00	Break 2b	Local-SPOT						
	7:25:20AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	11334	EG286B	ANSWERS	5:00:00AM 2:00:00AM	SERVICES-LAW (1453697, 84 2013 - JUL	
	7:26:30AM	00:00:30	Wisconsin Broadcasters Association	Local Advertiser Promo NON SPOT REV	11570	TOUR1220	DEPARTMENT OF TOURISM /DDRWS	6:00:00AM 10:00:00AM	PROMO (ns) WBAWI DEPT OF	1591048.1
	7:26:00AM	00:00:15	Rey Jewelry LLC	Local Spot Agency BRD	11680	REY201315	APRIL 2013 /DDRWS	By Orbit 5A-7P(Mo-S u), 9	RETAIL-JEWELRY1591438.9 JULY	
	7:26:15AM	00:00:05	18 Logo Legal ID	Promo/PSA	77663	18LOGOLEGALI D05			Various	1.1
	7:26:20AM	00:03:30	Segment 4	Program Segment			Seg 4/promo/fee spots/ credits/VTR DTL			
	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	promodisclaim	70057	18PDISC10				
	7:30:10AM	00:28:30	Paid Break	Paid Program	55144	8004935705	MTR	7:30:00AM 8:00:00AM	PAID PROGRAM 569270.35 3Q 2013 PAID PR	
	7:30:10AM	00:28:30	Havas Edge	Local Corp Longform Agency BRD						
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
	7:58:40AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11154	EPILOGUE	EPILOGUE (RODGERS) /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1453597.80 2013 - JUL	
	7:59:10AM	00:00:30	Jack Van Impe	National Corp Longform Religs Agy BRD	10803	JVIPROMO70	PROMO 70	6:00:00AM 4:59:00AM	RELIGION/CHUR (1350852.1 Promo Schedule	
	7:59:40AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10982	33523	AUTO ACCIDENTS.5.WS.GFXSTND /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1495007.2 3Q13 PI	
	7:59:45AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1
	7:59:50AM	00:00:10	Station ID	Station ID						
	7:59:50AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGALI D10			Various	1.1