

Official Traffic Log for Friday October 18, 2013

as of (Oct 17 2013 4:14PM)

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-Career Day TV-13							
_____	7:00:00AM	00:00:00					CHILDRENS TELEVISION ACT E/I 13-16			
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	Eucational Disclaimer			
_____	7:00:10AM	00:09:30	Segment 1	Program Segment			SEGMENT ONE/BARTER 1:00/VTR CADA			
_____	7:09:40AM	00:00:20	Break 1a	Local-PROMO						
_____	7:09:40AM	00:00:20	PS 18/24 MKE CARES PSA	Promo/PSA	77137	PS1824MKECC20			Various	1.1
_____	7:10:00AM	00:02:00	Break 1b	Local-SPOT						
_____	7:10:00AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	11379	EG296B	BEST ADVICE	5:00:00AM 2:00:00AM	SERVICES-LAW (1453607.83 2013 - OCT	
_____	7:10:10AM	00:01:00	Gray Matter	Local Per Inquiry BRD	17100	CL301860	70S CLASSICS(800-848-4149	5:00:00AM 4:59:00AM	DIRECT RESPON(438003.4 70 Classics	
_____	7:11:10AM	00:00:15	Rey Jewelry LLC	Local Spot Agency BRD	11680	REY201315	APRIL 2013 /DDRWS	By Orbit 5A-7P(Mo-S u), 9	RETAIL-JEWELRY(1662287.12 OCT 2013	
_____	7:11:25AM	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 (1495018.2 HUPY 4Q'13 PI	
_____	7:11:30AM	00:00:30	Jack Van Impe	National Corp Longform Religs Agy BRD	10002	JV1ROMOM71	JACK VAN IMPE PROMO 71	6:00:00AM 4:59:00AM	RELIGION/CHUR(1350859.1 Promo Schedule	
_____	7:12:00AM	00:08:15	Segment 2	Program Segment			SEGMENT TWO/VTR CADA			
_____	7:20:15AM	00:00:10	Break 2a	Local-PROMO						

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_____	7:20:15AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77141	PS1824MKECC1 0			Various	1.1
_____	7:20:25AM	00:02:10	Break 2c	Local-SPOT						
_____	7:20:25AM	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 (1453607.79 2013 - OCT	
_____	7:20:55AM	00:01:00	ITN-United Health Care	Local Spot Agency BRD	13151	IDUH100L	THE FACTS	6:00:00AM 12:00:00AM	MEDICAL-HEALTH1652198.3 UHTHDA99	
_____	7:21:55AM	00:00:30	Aspen Dental	National Spot Agency BRD	10609	ALPN5964	OUT WITH THE OLD EXAM-MILWAUKEE /DDRWS	6:00:00AM 12:00:00AM	MEDICAL-DENTA1637414.2 ASD/ASD/007	
_____	7:22:25AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77140	PS1824MKECB1 0			Various	1.1
_____	7:22:35AM	00:07:15	Segment 3	Program Segment			SEGMENT THREE/BARTER 2:30/SEGMENT FOUR/CLOSEVTR CADA			
_____	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	promo/Disclaimer	70057	18PDISC10				
	7:30:10AM	00:28:30	Paid Break	Paid Programming			NTR			
	7:30:10AM	00:28:30	New Day Marketing	Local Corp Longform Agency BRD	55233	8007981976	WVTV/MB 4V.7	7:30:00AM 8:00:00AM	PAID PROGRAMS 1644991.3 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	12735	EG177	MILWAUKEE REVISED	5:00:00AM 2:00:00AM	SERVICES-LAW 1453607.79 2013 - OCT	
	7:59:10AM	00:00:30	Nissan Regional Marketing Group	Local Spot Agency BRD	11155	NONC9773	BEST CHOICE-FULL LINE /DDRWS	6:00:00AM 12:00:00AM	AUTO FOREIGN/1630990.4 NRMG 3944	
	7:59:40AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	11447	33535	JJB.05.REV /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW 1491091.2 Q4 '13 JJB	
	7:59:45AM	00:00:05	18 FACEBOOK ID 5	Promo/PSA	77645	18FBOOKID5			Various	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		Various	1.1
	7:59:55AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1