

Milwaukee (WWTW)

Official Traffic Log for Tuesday June 25, 2013

as of (Jun 24 2013 5:18PM)

Operator Signature _____

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	7:00:00AM	00:30:00	Dog Tales EI 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	00:00:10	Attorney David Gruber	Local Spot Direct BRD	11379	EG296B	BEST ADVICE	5:00:00AM 2:00:00AM	SERVICES-LAW (1452194.105 2013 - JUN	
	7:17:20AM	00:01:00	Pro Media Group	Local Per Inquiry BRD	11734	MDCR604954	MEDICAL DIRECT CLUB/800-617-4954	5:00:00AM 4:59:00AM	DIRECT RESPON/518618.1 MEDICAL DIRECT	
	7:18:20AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10983	33522	NO FEE 5.WS.GFYSTND /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1490847.2 HUPY 2Q 13 Pl	
	7:18:25AM	00:00:15	PS18CARE	Promo/PSA	77034	PS18CARE150K			Various	1.1
	7:18:40AM	00:00:15	Segment 2	Program Segment			sponsored BBVTR DTL			
	7:18:55AM	00:01:45	Break 1b	Local-SPOT						
	7:18:55AM	00:00:15	John Pauls Buick GMC	Local Spot Agency BRD	11663	JUNE2013SALES A	JUNE 2013 SALES A /DDRWS	5:00:00AM 4:59:00AM	AUTO DOMESTIC/1529934.5 JUNE	
	7:19:10AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11706	BL1G60	OLDE BROOKLYN LANTERN/800-352-043	5:00:00AM 4:59:00AM	DIRECT RESPON/518686.1 Olde Brooklyn Lan	
	7:20:10AM	00:00:15	Cannon & Dunphy	Local Spot Agency BRD	10130	CD153135TV	APRIL 2013 /DDRWS	6:00:00AM 1:00:00AM	SERVICES-LAW (1448185.68 2Q2013	

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	7:20:25AM	00:00:15	John Pauls Buick GMC	Local Spot Agency BRD	11664	JUNE2013SALES B	JUNE 2013 SALES B /DDRWS	5:00:00AM 4:59:00AM	AUTO DOMESTIC JUNE	152934.5
	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	PS18HOME	Promo/PSA	77028	PS18HOME300K			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	11529	EG282B	DO IT NOW	5:00:00AM 2:00:00AM	SERVICES-LAW 2013 - JUN	1452194.105
	7:25:30AM	00:00:30	Wisconsin Dells	Local Trade	11586	WDV10982G	SPLASHBACK GIRL /DDRWS	6:00:00AM 12:00:00AM	ENTERTAINMENT WI Dells Summer	1539308.1
	7:26:00AM	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 HUPY 2Q 13 PI	1490847.2
	7:26:05AM	00:00:15	PS18PLAY	Promo/PSA	77035	PS18PLAY150K			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	18LOGOLEGALL 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 Programmi			MTR			
	7:30:10AM	00:28:30	Beach Body	Local Corp Longform Per Inquiry BRD	55005	8007886913	WTVV/INSANITY SWEAT FEST	7:30:00AM 8:00:00AM	PAID PROGRAMS/518332.207 2Q 2013 PAID	
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
	7:58:40AM	00:01:00	Time Warner Refrains	Local Spot Agency BRD	11785	GNQZIN61	Q2 TESTIMONIAL INTERNET-ONLY /DDRWS	7:00:00AM 2:00:00AM	MEDIA-CABLE 2Q 2013 DRTV AD	15099415
	7:59:40AM	00:00:10	18 FAMILY FEUD TONIGHT 10A	Promo/PSA	82063	18FEUDTON10A	/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

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_____	8:00:00AM	00:30:00	Paid Program 8a N/R							
_____	8:00:00AM	00:00:10	Promo 1	promoDisclaimer	70057	18PDISC10				
_____	8:00:10AM	00:28:30	Paid Break	Paid Programmi			MTR			
_____	8:00:10AM	00:28:30	Armando Live-Corp Unwired	Local Corp Longform Agency-Unwired	55112	8008305278	WTVV/ARMANDO MONTELONGO FLIPPING	8:00:00AM 8:30:00AM	PAID PROGRAMS/501156.67 2Q 2013 PAID	
_____	8:28:40AM	00:01:15	Break 1a	Local-SPOT						
_____	8:28:40AM	00:00:30	Crumley Roberts-Nuva Ring-Corp Platform	Local Corp Platform Agency BRD	11769	CRL1574	MT NTL NUVA RING V3	8:00:00AM 11:00:00PM	DIRECT RESPON/573948.1 CRUMLEY ROBE	
_____	8:29:10AM	00:00:30	FPW Infuse Bone Graft-Corp Platform	Local Corp Platform Agency BRD	11829	FPW2027	DP NTL NO 9 INFUSE BONE GRAFT V2	8:00:00AM 4:00:00PM	DIRECT RESPON/573697.1 FPW INFUSE BOI	
_____	8:29:40AM	00:00:15	Rey Jewelry LLC	Local Spot Agency BRD	11680	REV201315	APRIL 2013 /DDRWS	By Orbit 6A-7P(Mo-S u), 9	RETAIL-JEWELR/1560477.7 JUNE	
_____	8:29:55AM	00:00:05	Station ID	Station ID						
_____	8:29:55AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1