

Milwaukee (WWTW)

Official Traffic Log for Thursday March 14, 2013

as of (Mar 13 2013 5:39PM)

Operator Signature

| MCO | Time | Length | Advertiser / Location | Break Type | Cart / Barcode | ISCI | Comments | Time Range | Product / Brand | Contract # |
|-------|-----------|----------|-------------------------------|--|----------------|---------------------|--|-------------------------|--|------------|
| _____ | 7:00:00AM | 00:30:00 | Dragonfly TV EI TV-13 | | | | | | | |
| _____ | 7:00:00AM | 00:00:10 | Promo 1 | Fixed Promo | 70051 | 18EDDISC10 | educational disclaimer | | | |
| _____ | 7:00:10AM | 00:14:45 | Segment 1 | Program Segment | | | Seg 1/BB/Barter 2:00/Seg 2/VTR DFLYTV | | | |
| _____ | 7:14:55AM | 00:00:30 | Break 1a | Local-PROMO | | | | | | |
| _____ | 7:14:55AM | 00:00:30 | PS18TOOLBOX | Promo/PSA | 77071 | PS18TOOLBOX3 00K | | | Various | 1.1 |
| _____ | 7:15:25AM | 00:02:00 | Break 1b | Local-SPOT | | | | | | |
| _____ | 7:15:25AM | 00:00:10 | Attorney David Gruber | Local Spot Direct BRD | 10961 | EG256 | CARELESS DRIVER | 5:00:00AM 2:00:00AM | SERVICES-LAW (1450962.103 2013 - MAR | |
| _____ | 7:15:35AM | 00:01:00 | Time Warner Refrains | Local Spot Agency BRD | 10580 | WMO1TH60 | Q1 TESTIMONIAL INTERNET ONLY DRTV(855)WANTTWC /DDRWS | 5:00:00AM 4:55:00AM | MEDIA-CABLE #134 Q1 '13 DRTV | 1429488.5 |
| _____ | 7:16:35AM | 00:00:15 | Midwest Coin Exchange | Local Spot Agency BRD | 10586 | EXC101215HD | GENERIC /DDRWS | 5:00:00AM 4:59:00AM | RETAIL-JEWELRY(1492329.7 MARCH | |
| _____ | 7:16:50AM | 00:00:05 | Hupy & Abraham-Northampton | Local Spot Agency BRD | 10912 | 31172 | NO FEE.5.WS | 6:00:00AM 12:00:00AM | SERVICES-LAW (1427877.2 2012 Pl - 1Q13 (M | |
| _____ | 7:16:55AM | 00:00:30 | *WWTW Sales Promotion | Local Station Promotion NON SPOT REV | 10312 | 2013GENGOLF3 0V | WWTW GENERIC 2013 | 6:00:00AM 3:00:00PM | PROMO (ns) Golf Club Card | 1438223.1 |
| _____ | 7:17:25AM | 00:06:30 | Segment 2 | Program Segment | | | Seg 3/BB/Barter 1:30/promo/VTR DFLYTV | | | |
| _____ | 7:23:55AM | 00:02:30 | Break 2a | Local-SPOT | | | | | | |
| _____ | 7:23:55AM | 00:01:00 | Gray Matter | Local Per Inquiry BRD | 11142 | 403130 | CAMI SHAPER(800-708-1078 | 5:00:00AM 4:59:00AM | DIRECT RESPON(1438040.1 Cami Shaper | |

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|-------|-----------|----------|-----------------------|--------------------------|----------------|---------------------|---|-------------------------|-----------------------------------|------------|
| _____ | 7:24:55AM | 00:01:00 | E&M Media | Local Per Inquiry BRD | 10030 | OLDE1604 | BROOKLYN LANTERN/800-614-1604 | 5:00:00AM 4:59:00AM | DIRECT RESPON Brooklyn Lantern | 438105.1 |
| _____ | 7:25:55AM | 00:00:30 | Golf Card | Local Spot Direct BRD | 10312 | 2013GENGOLF3 0V | WWTW GENERIC 2013 | 6:00:00AM 12:00:00AM | ENTERTAINMENT On Sale Now | 1491151.1 |
| _____ | 7:26:25AM | 00:03:30 | Segment 3 | Program Segment | | | Seg 4/promo/free spots/ credits/VTR DFLYTV | | | |
| _____ | 7:29:55AM | 00:00:05 | Station ID | Station ID | | | | | | |
| _____ | 7:29:55AM | 00:00:05 | 18 Logo Legal ID | Promo/PSA | 77663 | 18LOGOLEGALI D05 | | | Various | 1.1 |

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|-------|-----------|----------|--------------------------------------|--------------------------------------|----------------|------------|--------------------------|-------------------------|--|------------|
| _____ | 7:30:00AM | 01:00:00 | Paid Program 730a N/R | | | | | | | |
| _____ | 7:30:00AM | 00:00:10 | Promo 1 | promoDisclaimer | 70057 | 18PDISC10 | | | | |
| _____ | 7:30:10AM | 00:58:30 | Paid Break | Paid Program | | | MTR | | | |
| _____ | 7:30:10AM | 00:58:30 | Operation Smile | Local Corp Longform Agency BRD | 54262 | 8006759640 | A NEW SMILE/A NEW LIFE | 7:30:00AM 8:30:00AM | PAID PROGRAM 7429823.2 1Q 2013 PAID | |
| _____ | 8:28:40AM | 00:01:10 | Break 1a | Local-SPOT | | | | | | |
| _____ | 8:28:40AM | 00:00:30 | Attorney David Gruber | Local Spot Direct BRD | 11083 | BRANDON | BRANDON (RODGERS) /DDRWS | 5:00:00AM 2:00:00AM | SERVICES-LAW (1450962.98 2013 - MAR | |
| _____ | 8:29:10AM | 00:00:30 | Selling Source-Corporate Platform | Local Corp Platform Agency BRD | 11530 | 0001402975 | SELLING SOURCE/CORP | 8:00:00AM 8:00:00PM | DIRECT RESPON 483150.1 SELLING SOURC | |
| _____ | 8:29:40AM | 00:00:05 | Hupy & Abraham-Northampton | Local Spot Agency BRD | 10913 | 31174 | AUTO ACCIDENTS.5.WS | 6:00:00AM 12:00:00AM | SERVICES-LAW (1427877.2 2012 Pl - 1Q13 (M | |
| _____ | 8:29:45AM | 00:00:05 | 18 FACEBOOK ID 5 | Promo/PSA | 77645 | 18FBOOKIDS | | | | 1.1 |
| _____ | 8:29:50AM | 00:00:10 | Station ID | Station ID | | | | | | |
| _____ | 8:29:50AM | 00:00:05 | 18 VAMPIRE DIARIES TONIGHT ID | Promo/PSA | 76713 | 18VAMPRSB | /DDRWS | | | 1.1 |
| _____ | 8:29:55AM | 00:00:05 | 18 DAYTIME TALK ID | Promo/PSA | 76545 | 18TALKID | /DDRWS | | | 1.1 |