

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 Reitrans	Local Spot Agency BRD	10580	WWO1TH60	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	WWTV 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	77663	18LOGOLEGALI D05			Various	1.1
	7:29:55AM	00:00:05	18 Logo Legal ID	Promo/PSA						

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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			NTR			
	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 PROGRAMS 1Q 2013 PAID	429823.2
	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 2013 - MAR	4450962.98
	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 SELLING SOURC	483150.1
	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 2012 Pl - 1Q13 (M	4427877.2
	8:29:45AM	00:00:05	18 FACEBOOK ID 5	Promo/PSA	77645	18FBOOKIDS			Various	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		Various	1.1
	8:29:55AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1