

Milwaukee (WWTW)

Official Traffic Log for Thursday January 31, 2013

as of (Jan 30 2013 5:32PM)

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	PS18VETERANS	Promo/PSA	77069	PS18VETERANS 300K			Various	1.1
_____	7:15:25AM	00:02:00	Break 1b	Local-SPOT						
_____	7:15:25AM	00:00:30	AT&T Wired	National Spot Agency BRD	10034	AXWT1695000	DOLHOUSE/22SPOT/UV19 REV1	6:00:00AM 12:00:00AM	MEDIA-TELEPHON1434545.38 ATW/VVS/051	
_____	7:15:55AM	00:00:30	*WWTW Sales Promotion	Local Station Promotion NON SPOT REV	10398	BC07201230	BOWLING CARD DISCOUNTED	5:00:00AM 12:00:00PM	PROMO (ns) 1438268.1 H1H0 bonus spots	
_____	7:16:25AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11263	0108MACCDUON	DIJON (RODGERS) /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW 1450905.77 2013 - FEB	
_____	7:16:55AM	00:00:30	Ernie Von Schledom	Local Spot Direct BRD	11094	FINALGMCREV0 122	EVS/GMC/REVISED /DDRWS	5:00:00AM 4:59:00AM	AUTO FOREIGN145191.7 JANUARY	
_____	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	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10912	31172	NO FEE.5.WS	6:00:00AM 12:00:00AM	SERVICES-LAW 1442787.2 2012 Pl - 1Q13 (M	
_____	7:24:00AM	00:00:30	ATC Financial	Local Spot Direct BRD	11473	ATCT011323H	WWTWNO WAITING REV	6:00:00AM 12:00:00AM	SERVICES-TAX 1435645.36 2013	

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_____	7:24:30AM	00:00:30	*WVTV Sales Promotion	Local Station Promotion NON SPOT REV	10312	2013GENGOLF3 0V	WVTV GENERIC 2013	5:00:00AM 12:00:00PM	PROMO (rs) HIHO bonus spots	1438268.1
_____	7:25:00AM	00:00:30	Comestone Media Group	Local Per Inquiry BRD	10027	FTGF304108	GRANU FLO/800-438-4108	5:00:00AM 4:59:00AM	DIRECT RESPOND Granu Flo	1438169.2
_____	7:25:30AM	00:00:30	Americas Leading Lawyer	Local Spot Agency BRD	10357	ALL2203	MOTHER PLAYGROUND	6:00:00AM 1:00:00AM	SERVICES-LAW Jan 2013	1448489.6
_____	7:26:00AM	00:00:15	PS18LOCKER	Promo/PSA	77074	PS18LOCKER15 OK			Various	1.1
_____	7:26:15AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77423	PS1824MKECC1 0			Various	1.1
_____	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

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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 Programmin		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 PROGRAMS1429823.1 1Q 2013 PAID	
8:28:40AM	00:01:10	Break 1a		Local-SPOT						
8:28:40AM	00:01:00	E&M Media		Local Per Inquiry BRD	10030	OLDE1604	BROOKLYN LANTERN/800-614-1604	5:00:00AM 4:59:00AM	DIRECT RESPONSE1438105.1 Brooklyn Lantern	
8:29:40AM	00:00:05	Hup & Abraham-Northampton		Local Spot Agency BRD	10197	30790	JUB.05	5:00:00AM 11:55:00PM	SERVICES-LAW 11427898.2 JUB Q1	
8:29:45AM	00:00:05	18 FACEBOOK ID 5		Promo/PSA	77645	18FBOOKID5			Various	1.1
8:29:50AM	00:00:10	Station ID		Station ID						
8:29:50AM	00:00:05	18 VAMPIRE DIARIES THURSDAY ID		Promo/PSA	76712	18VAMPID5A	/DDRWS		Various	1.1
8:29:55AM	00:00:05	18 DAYTIME TALK ID		Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1