

Milwaukee (WVTV)

Official Traffic Log for Wednesday February 13, 2013

as of (Feb 12 2013 5:11PM)

Operator Signature \_\_\_\_\_

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	7:00:00AM	00:30:00	Eco Company EI TV-13							
	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
	7:00:10AM	00:12:04	Segment 1	Program Segment			BARTER 1:00VTR ECOCM			
	7:12:14AM	00:00:30	Break 1a	Local-PROMO						
	7:12:14AM	00:00:30	PS1BLOCKER	Promo/PSA	77065	PS1BLOCKER30 OK			Various	1.1
	7:12:44AM	00:01:00	Break 1b	Local-SPOT						
	7:12:44AM	00:01:00	ITT Technical Institute	Local Spot Agency BRD	11399	IT6093ML	JUSTIN KOBLER	5:00:00AM 4:59:00AM	SCHOOLS-TECH/1415675_11 1Q13	
	7:13:44AM	00:07:14	Segment 2	Program Segment			BARTER 2:00VTR ECOCM			
	7:20:58AM	00:01:30	Break 2a	Local-SPOT						
	7:20:58AM	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 P1 - 1Q13 (M	
	7:21:03AM	00:00:10	Rosen Nissan	Local Spot Agency BRD	11596	VCLPROMO0610	ROSEN VIDEO CARLOT PROMO	5:00:00AM 4:59:00AM	AUTO FOREIGN/1443026_1 Video Car Lot 201:	
	7:21:13AM	00:00:30	*WVTV Sales Promotion	Local Station Promotion NON SPOT REV	10312	2013GENGOLF3 OV	WVTV GENERIC 2013	6:00:00AM 3:00:00PM	PROMO (ns) 1438223_1 Golf Club Card	
	7:21:43AM	00:00:30	Deaconess Home Healthcare	Local Spot Direct BRD	10479	DEACONESSH R2013	DECEMBER 2012 REVISED /DDRWS	6:00:00AM 2:00:00AM	MEDICAL-HEALTH/455234_20 FEBRUARY	
	7:22:13AM	00:00:15	Cannon & Dunphy	Local Spot Agency BRD	11508	CD15718TV	JULY 2011 /DDRWS	6:00:00AM 1:00:00AM	SERVICES-LAW (1439546_36 1Q2013	

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	7:22:28AM	00:04:37	Segment 3	Program Segment			BARTER :15VTR ECCOM			
	7:27:05AM	00:01:15	Break 3a	Local-SPOT						
	7:27:05AM	00:00:30	Bowling Club Card	Local Station Promotion NON SPOT REV	10398	BC07201230	BOWLING CARD DISCOUNTED	6:00:00AM 3:00:00PM	ENTERTAINMENT On Sale Now	1438233.1
	7:27:35AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11263	0108MACCDJUN	DIJON (RODGERS) /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW 2013 - FEB	1450905.79
	7:28:05AM	00:00:15	Wisconsin Broadcasters Association	Local Advertiser Promo NON SPOT REV	10866	FLOODWISCON SIN15	FLOOD WISCONSIN 15 /DDRWS	5:00:00AM 4:59:00AM	PROMO (ns) WBA/ARMY NATI	1441485.6
	7:28:20AM	00:01:30	Segment 4	Program Segment			BARTER :55VTR ECCOM			
	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	promoDisclaimer	70057	18PDISC10				
	7:30:10AM	00:28:30	Paid Break	Paid Program			MTR			
	7:30:10AM	00:28:30	Advantage Media Services Inc	Local Corp Longform Agency BRD	54356	8007622710	WWTW/TTFB JANET	7:30:00AM 8:00:00AM	PAID PROGRAMS/427117.5 1Q 2013 PAID	
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
	7:58:40AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10197	30790	JJB.05	5:00:00AM 11:55:00PM	SERVICES LAW (1427998.2 JJB Q1	
	7:58:45AM	00:00:30	AT&T Wired	National Spot Agency BRD	10034	AXWT1695000	DOLHOUSE/22SPOT/UV/19 REV1	6:00:00AM 12:00:00AM	MEDIA-TELEPHO/1434545.38 ATW/UVS/051	
	7:59:15AM	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
	7:59:45AM	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 ARROW TONIGHT ID	Promo/PSA	76709	18ARROW5B	/DDRWS		Various	1.1
	7:59:55AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1