

Milwaukee (WTV)

Official Traffic Log for Wednesday April 24, 2013

as of (Apr 23 2013 5:47PM)

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 1:00WTR ECOCM | | | |
| _____ | 7:12:14AM | 00:00:30 | Break 1a | Local-PROMO | | | | | | |
| _____ | 7:12:14AM | 00:00:30 | PS18DATE | Promo/PSA | 77026 | PS18DATE30OK | | | Various | 1.1 |
| _____ | 7:12:44AM | 00:01:00 | Break 1b | Local-SPOT | | | | | | |
| _____ | 7:12:44AM | 00:00:30 | Attorney David Gruber | Local Spot Direct BRD | 11901 | EG289 | MARKERS 2 REV /DDRWS | 5:00:00AM 2:00:00AM | SERVICES-LAW (1452182.80 2013 - APR | |
| _____ | 7:13:14AM | 00:00:30 | *WTV Sales Promotion | Local Station Promotion NON SPOT REV | 10312 | 2013GENGOLF3 0V | WTV GENERIC 2013 | 6:00:00AM 3:00:00PM | PROMO (ns) Golf Club Card | 1438223.7 |
| _____ | 7:13:44AM | 00:07:14 | Segment 2 | Program Segment | | | BARTER 2:00WTR ECOCM | | | |
| _____ | 7:20:56AM | 00:01:30 | Break 2a | Local-SPOT | | | | | | |
| _____ | 7:20:56AM | 00:00:10 | Attorney David Gruber | Local Spot Direct BRD | 19006 | EG29210 | MARKERS 2 REV /DDRWS | 5:00:00AM 2:00:00AM | SERVICES-LAW (1452182.84 2013 - APR | |
| _____ | 7:21:08AM | 00:01:00 | Gray Matter | Local Per Inquiry BRD | 11706 | BL1G60 | OLDE BROOKLYN LANTERN/800-352-043 | 5:00:00AM 4:59:00AM | DIRECT RESPON518586.1 Olde Brooklyn Lan | |
| _____ | 7:22:08AM | 00:00:15 | Midwest Coin Exchange | Local Spot Agency BRD | 10586 | EXC101215HD | GENERIC /DDRWS | 5:00:00AM 4:59:00AM | RETAIL JEWELRY522422.1 APRIL | |
| _____ | 7:22:23AM | 00:00:05 | Hupv & Abraham-Northampton | Local Spot Agency BRD | 10948 | 32949 | NO FEE 5.WS.GRF X | 6:00:00AM 12:00:00AM | SERVICES-LAW (1490847.2 HUPY 2Q 13 PI | |

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| _____ | 7:22:28AM | 00:04:37 | Segment 3 | Program Segment | | | BARTER :15MTR ECOCM | | | |
| _____ | 7:27:05AM | 00:01:15 | Break 3a | Local-SPOT | | | | | | |
| _____ | 7:27:05AM | 00:00:30 | Attorney David Gruber | Local Spot Direct BRD | 11083 | BRANDON | BRANDON (RODGERS) /DDRWS | 5:00:00AM 2:00:00AM | SERVICES-LAW (1452182.80 2013 - APR | |
| _____ | 7:27:35AM | 00:00:30 | Golf Card | Local Spot Direct BRD | 10312 | 2013GENGOLF3 0V | WTVV GENERIC 2013 | 6:00:00AM 12:00:00AM | ENTERTAINMENT1491151.1 On Sale Now | |
| _____ | 7:28:05AM | 00:00:15 | Cannon & Dunphy | Local Spot Agency BRD | 10129 | CD153133TV | APRIL 2013 | 6:00:00AM 1:00:00AM | SERVICES-LAW (1448185.16 2Q2013 | |
| _____ | 7:28:20AM | 00:01:30 | Segment 4 | Program Segment | | | BARTER :55MTR ECOCM | | | |
| _____ | 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 Program | | | MTR | | | |
| 7:30:10AM | 00:28:30 | Express Media | | Local Corp Longform Agency BRD | 54495 | 8006581168 | WVTV/18 WALK FIT PLATINUM | 7:30:00AM 8:00:00AM | PAID PROGRAM#1523650 27 2Q 2013 PAID | |
| 7:58:40AM | 00:01:10 | Break 1a | | Local-SPOT | | | | | | |
| 7:58:40AM | 00:01:00 | Gray Matter | | Local Per Inquiry BRD | 11706 | BL1G60 | OLDE BROOKLYN LANTERN/800-352-043 | 5:00:00AM 4:59:00AM | DIRECT RESPONSE/18586.1 Oke Brooklyn Lan | |
| 7:59:40AM | 00:00:05 | Hup & Abraham-Northampton | | Local Spot Agency BRD | 10949 | 32950 | AUTO ACCIDENTS.5.WS.GRF | 6:00:00AM 12:00:00AM | SERVICES-LAW (1490847.2 HUPY 2Q 13 PI | |
| 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 |