

Milwaukee (WTVV)

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	18EDDISC:10	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	PS18DATE300K			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	*WTVV Sales Promotion	Local Station Promotion NON SPOT REV	10312	2013GENGOLF3 0V	WTVV 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 RESPON*1518586.1 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 JEWELRY*1522422.1 APRIL	
	7:22:23AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10948	32949	NO FEE 5.WS.GRFK	6:00:00AM 12:00:00AM	SERVICES-LAW (1490847.2) HUPY 2Q 13 PI	

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	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 OV	WWTV 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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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	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 RESPON\$18596.1 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				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			1.1
	7:59:55AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS			1.1