

Official Traffic Log for Tuesday October 1, 2013

as of (Sep 30 2013 4:19PM)

Operator Signature _____

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
_____	7:00:00AM	00:30:00	TEEN 13 UP El-Dog Tales TV-13							
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
_____	7:00:10AM	00:17:00	Segment 1	Program Segment			Seg 1/BB/Barter 2:00/Seg 2/VTR DTL			
_____	7:17:10AM	00:01:30	Break 1a	Local-SPOT						
_____	7:17:10AM	00:00:30	Urban and Economic Development Assoc of Wisconsin	Local Spot Direct BRD	11498	MMFHC091330	MORTGAGE SCAMMERS /DDRWS	5:00:00AM 4:59:00AM	SERVICES-CHAR1634735.6 Take Root Rescue	
_____	7:17:40AM	00:01:00	Gray Matter	Local Per Inquiry BRD	17102	399421	FOREVER COMFY/800-556-6261	5:00:00AM 4:59:00AM	DIRECT RESPON1647778.1 Forever Comfy	
_____	7:18:40AM	00:00:15	Segment 2	Program Segment			sponsored BB/VTR DTL			
_____	7:18:55AM	00:01:45	Break 1b	Local-SPOT						
_____	7:18:55AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11552	OPERATIONDRE AM30	OPERATION DREAM/RODGERS /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW 116453607.77 2013 - OCT	
_____	7:19:25AM	00:00:30	Golf Card	Local Spot Direct BRD	10142	2013GOLFDISC3 0V	WVTV/LAST CHANCE DISCOUNT	6:00:00AM 12:00:00AM	ENTERTAINMEN1634296.2 2013 Golf Card	
_____	7:19:56AM	00:00:30	Gendlin Liverman & Rymer SC	National Spot Agency BRD	11101	GE071303	GLR CAN HELP FAST /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW 11642809.42 LEGAL-AUTO AC	
_____	7:20:25AM	00:00:15	PS18DAD	Promo/PSA	77034	PS18DAD15OK			Various	1.1
_____	7:20:40AM	00:04:10	Segment 3	Program Segment			Seg 3/BB/Barter 1:30/promo/VTR DTL			
_____	7:24:50AM	00:00:30	Break 2a	Local-PROMO						

Milwaukee (WVTV)

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_____	7:24:50AM	00:00:30	PS18INSURE	Promo/PSA	77028	PS18INSURE300 K			Various	1.1
_____	7:25:20AM	00:01:00	Break 2b	Local-SPOT						
_____	7:25:20AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11526	EG281	DO IT NOW	5:00:00AM 2:00:00AM	SERVICES-LAW (1453607.77 2013 - OCT	
_____	7:25:50AM	00:00:30	*WVTV Sales Promotion	Local Station Promotion NON SPOT REV	10142	2013GOLFDISC3 0V	WVTV/LAST CHANCE DISCOUNT	6:00:00AM 3:00:00PM	PROMO (ns) Golf Club Card	1438223.35
_____	7:26:20AM	00:03:30	Segment 4	Program Segment			Seg 4/promo/free spots/ credits/VTR DTL			
_____	7:29:50AM	00:00:10	Station ID	Station ID						
_____	7:29:50AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGLEGAL 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 Programming			MTR			
_____	7:30:10AM	00:28:30	Mercury Media	Local Corp Longform Agency BRD	55184	8003150284	WVTV/FOCUS 125 IT'S ABOUT TIME	7:30:00AM 8:00:00AM	PAID PROGRAMS1639567.18 4Q 2013 PAID	
_____	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:00:30	Jack Van Impe	National Corp Longform Religs Agy BRD	10002	JVTRMOM71	JACK VAN IMPE PROMO 71	6:00:00AM 4:59:00AM	RELIGION/CHUR1350859.1 Promo Schedule	
_____	7:59:10AM	00:00:30	Golf Card	Local Spot Direct BRD	10142	2013GOLFDISC3 OV	WVTV/LAST CHANCE DISCOUNT	6:00:00AM 12:00:00AM	ENTERTAINMENT1634296.2 2013 Golf Card	
_____	7:59:40AM	00:00:10	18 TWO MEN EPISODIC TUE TON	Promo/PSA	93536	18TWTUTON10	/DDRWS			1.1
_____	7:59:50AM	00:00:10	Station ID	Station ID						
_____	7:59:50AM	00:00:05	18 ARROW WEDNESDAY ID	Promo/PSA	76708	18ARROW5A	/DDRWS			1.1
_____	7:59:55AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS			1.1