

Milwaukee (WWTW)

# Official Traffic Log for Wednesday November 13, 2013

as of (Nov 12 2013 5:03PM)

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 ELECo Company 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 1:00/VTR ECOCM			
	7:12:14AM	00:00:30	Break 1a	Local-PROMO						
	7:12:14AM	00:00:30	PS18AUTISM	1-Promo/PSA	77032	PS18AUTISM300 K			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	10786	EG261	STOPLIGHT	5:00:00AM 2:00:00AM	SERVICES-LAW (1453608, 79 2013 - NOV	
	7:13:14AM	00:00:15	My People Creative	Local New Direct BRD	10505	PODPROMO15	PEOPLE OF DIVORCE PROMO /DDRWS	6:00:00AM 10:00:00PM	PAID PROGRAM(1614997, 1 People of Divorce-	
	7:13:29AM	00:00:15	PS18DAD	1-Promo/PSA	77034	PS18DAD150K			Various	1.1
	7:13:44AM	00:07:14	Segment 2	Program Segment			BARTER 2:00/VTR ECOCM			
	7:20:58AM	00:01:30	Break 2a	Local-SPOT						
	7:20:58AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11233	LAK60	LIGHT ANGEL/800-891-2751	5:00:00AM 4:59:00AM	DIRECT RESPON(1671591, 2 LIGHT ANGEL	
	7:21:58AM	00:00:30	Sybaris	Local Spot Agency BRD	10309	SYBR3102	HOLIDAY	5:00:00AM 4:59:00AM	SERVICES-HOTE(1656326, 6 4Q13	
	7:22:28AM	00:04:37	Segment 3	Program Segment			BARTER :15/VTR ECOCM			
	7:27:05AM	00:01:15	Break 3a	Local-SPOT						

Milwaukee (WTV)

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	7:27:05AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	10402	ITSAARON30PA BST	PABST/ROGERS /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1453608.79 2013 - NOV	
	7:27:35AM	00:00:15	Winners Success Network	Local New Direct BRD	10046	CORGRROMO15 V	COINCIDENCE/GODINCIDENCE PROMO WTV /DDRWS	6:00:00AM 12:00:00AM	RELIGION/CHUR(1536970.1 Coincidence or Gc	
	7:27:50AM	00:00:30	Hupy & Abraham-Northampton	Local Spot Agency BRD	10154	32745	CROSSWALK.PSA.30.REV	6:00:00AM 3:00:00AM	SERVICES-LAW (1406600.7 PSA	
	7:28:20AM	00:01:30	Segment 4	Program Segment			BARTER .55VTR ECOCM			
	7:29:50AM	00:00:10	Station ID	Station ID						
	7:29:50AM	00:00:10	18 Logo Legal ID	1-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 Programmi			MTR			
	7:30:10AM	00:28:30	Humana Inc	Local Corp Longform Agency BRD	55203	8003366724	WWTW/CONTROL 2013 DG	7:30:00AM 8:00:00AM	PAID PROGRAMS/1629108.32 4Q.2013 PAID	
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
	7:58:40AM	00:01:00	Gray Matter	Local Per Inquiry BRD	17100	CL301860	70S CLASSICS/800-848-4149	5:00:00AM 4:59:00AM	DIRECT RESPON/438003.4 70 Classics	
	7:59:40AM	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	
	7:59:50AM	00:00:10	Station ID	Station ID						
	7:59:50AM	00:00:05	18 TOMORROW TONIGHT ID	1-Promo/PSA	76711	18TOMPPEOP5B	/DDRWS		Various	1.1
	7:59:55AM	00:00:05	18 DAYTIME TALK ID	1-Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1