

## Milwaukee (WVTV)

# Official Traffic Log for Monday May 6, 2013

as of (May 3 2013 5:45PM)

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

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
_____	7:00:00AM	00:30:00	Think Big EI TV-G							
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
_____	7:00:10AM	00:08:00	Segment 1	Program Segment			SEG 1/barter 2:00/SEG 2/VTR TKBG			
_____	7:08:10AM	00:00:30	Break 1a	Local-PROMO						
_____	7:08:10AM	00:00:30	PS18HOME	Promo/PSA	77028	PS18HOME300K			Various	1.1
_____	7:08:40AM	00:02:00	Break 1b	Local-SPOT						
_____	7:08:40AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11330	EG283	ANSWERS	5:00:00AM 2:00:00AM	SERVICES-LAW (1452188.78 2013 - MAY	
_____	7:09:10AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11560	296570	BARE MINERALS/800-244-5132	5:00:00AM 4:59:00AM	DIRECT RESPON518544.1 Bare Minerals	
_____	7:10:10AM	00:00:30	United Performing Arts Fund (UPAF)	Local Spot Agency BRD	10434	UPAF30PSA	VITAL TO THE PERFORMANCE /DDRWS	6:00:00AM 4:55:00AM	SERVICES-CHAR489722.1 2013 Season	
_____	7:10:40AM	00:13:10	Segment 2	Program Segment			SEG 3/barter 1:30/VTR TKBG			
_____	7:23:50AM	00:02:30	Break 2a	Local-SPOT						
_____	7:23:50AM	00:00:15	Midwest Coin Exchange	Local Spot Agency BRD	10586	EXC101215HD	GENERIC /DDRWS	6:00:00AM 2:00:00AM	RETAIL-JEWELRY542840.7 MAY	
_____	7:24:05AM	00:01:00	Time Warner Retrans	Local Spot Agency BRD	10176	WWSECUB0	SECURITY GUARD DRTV /DDRWS	7:00:00AM 2:00:00AM	MEDIA-CABLE 1509941.5 2Q 2013 DRTV AC	
_____	7:25:05AM	00:01:00	Pro Media Group	Local Per Inquiry BRD	11734	MDCR604954	MEDICAL DIRECT CLUB/800-617-4954	5:00:00AM 4:59:00AM	DIRECT RESPON518618.1 MEDICAL DIRECT	

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_____	7:26:05AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10949	32950	AUTO ACCIDENTS.5.WS.GRF X	6:00:00AM 12:00:00AM	SERVICES-LAW (1490847.2 HUPY 2Q 13 PI	
_____	7:26:10AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77423	PS1824MKECC1 0			Various	1.1
_____	7:26:20AM	00:03:30	Segment 3	Program Segment			SEG 4/free spots/credits/VTR TKBG			
_____	7:29:50AM	00:00:10	Station ID	Station ID						
_____	7:29:50AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGAL D10			Various	1.1

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_____	7:30:00AM	01:00:00	Paid Program 730a N/R							
_____	7:30:00AM	00:00:10	Promo 1	promoDisclaimer	70057	18PDISC10				
_____	7:30:10AM	00:58:30	Paid Break	Paid Program			MTR			
_____	7:30:10AM	00:58:30	Feed The Children-Pasadena	Local Corp Longform Agency BRD	55004	8664033338	WTV/FEED THE CHILDREN	7:30:00AM 8:30:00AM	PAID PROGRAMS1514673.2 2Q 2013 PAID	
_____	8:28:40AM	00:01:10	Break 1a	Local-SPOT						
_____	8:28:40AM	00:01:00	Broadcast Comm Media - Corp Platform	Local Corp Platform Agency BRD	11548	8003986122	THIN GREEN COFFEE/800-398-6122/CORP	8:00:00AM 10:00:00PM	DIRECT RESPONSE1542016.1 THIN GREEN COI	
_____	8:29:40AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	11334	EG2868	ANSWERS	5:00:00AM 2:00:00AM	SERVICES-LAW (1452188.82 2013 - MAY	
_____	8:29:50AM	00:00:10	Station ID	Station ID						
_____	8:29:50AM	00:00:05	18 OH SIT TONIGHT ID	Promo/PSA	76703	18SITSB	/DDRWS		Various	1.1
_____	8:29:55AM	00:00:05	18 FEUD GEN ID	Promo/PSA	76547	18FEUID	/DDRWS		Various	1.1