

Milwaukee (WMTV)

Official Traffic Log for Friday January 17, 2014

as of (Jan 16 2014 5:18PM)

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-Career Day TV-13							
	7:00:00AM	00:00:00					TEENS 13-16			
	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
	7:00:10AM	00:10:00	Segment 1	Program Segment			/SVR CADA			
	7:10:10AM	00:01:35	Barter	Barter Commercial			/SVR CADA			
	7:11:45AM	00:02:10	Break 1a	Local-SPOT						
	7:11:45AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	19106	EG306	CARELESS DRIVER /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1705478.406 WMTV 1Q 2014	
	7:11:55AM	00:00:30	Rhodes Financial-Corp Unwired	Local Corp Unwired Agency BRD	11628	TSLAY1412H	EASY FREE	6:00:00AM 4:00:00PM	SERVICES-TAX \$1716862.1 RHODES FINANC	
	7:12:25AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11594	KS1C60	KITCHEN SECRETS/800-617-0843	5:00:00AM 4:59:00AM	DIRECT RESPON1665606.8 Kitchen Secrets	
	7:13:25AM	00:00:10	Rosen Nissan	Local Spot Agency BRD	11596	VCLPROMO0610	ROSEN VIDEO CARLOT PROMO	6:00:00AM 12:00:00AM	AUTO FOREIGN1720272.1 Jan 2014 Video C	
	7:13:35AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10983	33522	NO FEE.5.WS.GFXSTND /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1495026.2 HUPY Q1 '14 PI	
	7:13:40AM	00:00:15	PS18 AUTISM	1-Promo/PSA	77073	PS18AUTISM150 K	/DDRWS		Various	1.1
	7:13:55AM	00:04:00	Segment 2	Program Segment			/SVR CADA			

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	7:17:55AM	00:00:25	Barter	Barter Commercial			CC Sponsorship/SVR CADA			
	7:18:20AM	00:00:10	Break 2a	Local-PROMO						
	7:18:20AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77421	PS1824MKECA10			Various	1.1
	7:18:30AM	00:02:00	Break 2b	Local-SPOT						
	7:18:30AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11999	AKMG0	AERO KNIFE/800-403-4517	5:00:00AM 4:59:00AM	DIRECT RESPON Aero Knife	661929.9
	7:19:30AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11294	MUAD60	MATRIX/800-230-3075	5:00:00AM 4:59:00AM	DIRECT RESPON MATRIX	691259.4
	7:20:30AM	00:00:20	Break 2c	Local-PROMO						
	7:20:30AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77210	PS1824MKECA20			Various	1.1
	7:20:50AM	00:03:30	Segment 3	Program Segment			/SVR CADA			
	7:24:20AM	00:04:35	Barter	Barter Commercial			/SVR CADA			
	7:28:55AM	00:00:55	Segment 4	Program Segment			/SVR CADA			
	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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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 Programmi			NTR			
_____	7:30:10AM	00:28:30	Havas Edge	Local Corp Longform Agency BRD	55249	8006404562	WTV/CLEAR TV	7:30:00AM 8:00:00AM	PAID PROGRAMS1712413.64 1Q.2014 PAID PR	
_____	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:00:30	ATC Financial	Local Spot Direct BRD	11478	D1040	DUCKSHUNS	6:00:00AM 12:00:00AM	SERVICES TAX \$1731832.129 2014 Season	
_____	7:59:10AM	00:00:30	Family Fest	Local Station Promotion NON SPOT REV	11302	FFPR113V30	WTV/FAMILY FEST 2014	6:00:00AM 4:55:00AM	PROMO (ns) FAMILY FEST	1731585.1
_____	7:59:40AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10982	33523	AUTO ACCIDENTS.5.WS.GFXSTND /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1495026.2 HUPY Q1 '14 PI	
_____	7:59:45AM	00:00:05	18 Logo Legal ID	1-Promo/PSA	77663	18LOGLEGAL D05			Various	1.1
_____	7:59:50AM	00:00:10	Station ID	Station ID						
_____	7:59:50AM	00:00:10	18 Logo Legal ID	1-Promo/PSA	77658	18LOGLEGAL D10			Various	1.1