

## Official Traffic Log for Tuesday May 13, 2014

as of (May 12 2014 5:06PM)

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 Episode: DTL189-		DTL189 *DTL189*					
_____	7:00:00AM	00:00:00					TEENS (13 & UP) E/I SHOW			
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	EDUCATIONAL DISCLAIMER			
_____	7:00:10AM	00:11:00	Segment 1	Program Segment			/SVR			
_____	7:11:10AM	00:02:00	Barter	Barter Commercial			/SVR			
_____	7:13:10AM	00:04:55	Segment 2	Program Segment			/SVR			
_____	7:18:05AM	00:02:15	Break 1a	Local-SPOT						
_____	7:18:05AM	00:00:30	Dentalone Partners	National Spot Agency BRD	11304	DEWO1171H	NOTHING TO CHANCE	6:00:00AM 12:00:00AM	MEDICAL-DENTA1772923.7 D05/DCP/0045 (C)	
_____	7:18:35AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11525	EG279	DO IT NOW	5:00:00AM 2:00:00AM	SERVICES-LAW (1708327.176 WVTV 2Q 2014	
_____	7:19:05AM	00:01:00	Time Warner Retrains	Local Spot Agency BRD	10751	MLQ2DR60H	DARGEN/SWEETENER/HU DRTV 60	6:00:00AM 4:55:00AM	MEDIA-CABLE 1780378.2 #4 OBM DRTV Q2	
_____	7:20:05AM	00:00:15	Cannon & Dunphy	Local Spot Agency BRD	10342	1210026T1	BILL RIGHT LAWYER 15 /DDRWS	6:00:00AM 4:55:00AM	SERVICES-LAW (1721431.1 Q2 2014	
_____	7:20:20AM	00:01:30	Segment 3	Program Segment			/SVR			
_____	7:21:50AM	00:02:00	Barter	Barter Commercial			/SVR			
_____	7:23:50AM	00:00:20	Break 2a	Local-PROMO						

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_____	7:23:50AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77212	PS1824MKECC2 0			Various	1.1
_____	7:24:10AM	00:02:00	Break 2b	Local-SPOT						
_____	7:24:10AM	00:00:30	Gendlin Liverman & Rymer SC	National Spot Agency BRD	11131	GE071306	READY FOR YOUR CALL /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1642809.53 LEGAL-AUTO AC	
_____	7:24:40AM	00:00:30	Toyota Dealers	National Spot Agency BRD	10141	TYFC4088HT	MAY 14/CGO/TOYOTA TIME/JAN/SELECTION/SPPELLIN G BEE	6:00:00AM 12:00:00AM	AUTO FOREIGN(1823055.1 CHI/COR/0180	
_____	7:25:10AM	00:00:30	Rawhide Boys Ranch	Local Spot Agency BRD	12106	RHBR3314	MILW-FAMILY WEEKENDS /DDRWS	6:00:00AM 4:00:00AM	SERVICES-CHAR(1743120.53 2014 RAWHIDE	
_____	7:25:40AM	00:00:30	Pitman Kyle & Sricula SC	Local Spot Agency BRD	10882	PMPPITM032H	AUTO ACCIDENT	6:00:00AM 7:00:00PM	SERVICES-LAW (1797168.20 2Q 2014 Family F	
_____	7:26:10AM	00:00:10	Break 2c	Local-PROMO						
_____	7:26:10AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77421	PS1824MKECA1 0			Various	1.1
_____	7:26:20AM	00:02:00	Segment 4	Program Segment			/SVR			
_____	7:28:20AM	00:00:30	Barter	Barter Commercial			FEE SPOT/SVR			
_____	7:28:50AM	00:01:00	Segment 5	Program Segment			/SVR			
_____	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 Programming			NTR			
	7:30:10AM	00:28:30	Havas Edge	Local Corp Longform Agency BRD	55532	8007060290	WVTV/FORTUNE BUILDERS-5/14 MILWAUKEE	7:30:00AM 8:00:00AM	PAID PROGRAMS 2Q 2014 PAID	1786241.126
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
	7:58:40AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	11005	EG314H	ONCE IN A LIFETIME	5:00:00AM 2:00:00AM	SERVICES-LAW WVTV 2Q 2014	1708327.189
	7:58:50AM	00:00:30	Halo Pet	National Spot Agency BRD	10896	PTHA0001000H	FEED IT FORWARD TV SPOT TAG A	6:00:00AM 12:00:00AM	RETAIL-PET FOO HAP/HAP/001	1828973.32
	7:59:20AM	00:00:30	Pitman Kyle & Sicula SC	Local Spot Agency BRD	10881	PMPPTM031H	NURSING HOME	6:00:00AM 7:00:00PM	SERVICES-LAW 2Q 2014 Family F	1797168.20
	7:59:50AM	00:00:10	Station ID	Station ID						
	7:59:50AM	00:00:10	18 Logo Legal ID	1-Promo/PSA	77658	18LOGOLEGALI D10			Various	1.1