

## Official Traffic Log for Friday April 18, 2014

as of (Apr 17 2014 5:20PM)

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 Episode: CADA418-		CADA418 *CADA418*					
_____	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	00:10:30	Segment 1	Program Segment			/SVR			
_____	7:10:40AM	00:00:30	Barter	Barter Commercial			/SVR			
_____	7:11:10AM	00:00:05	Program Bumper	SegBumper			/SVR			
_____	7:11:15AM	00:01:00	Barter	Barter Commercial			/SVR			
_____	7:12:15AM	00:02:10	Break 1a	Local-SPOT						
_____	7:12:15AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10982	33523	AUTO ACCIDENTS.5.WS.GFXSTND	6:00:00AM 12:00:00AM	SERVICES-LAW Q2 '14 PI	1789871.2
_____	7:12:20AM	00:01:00	E&M Media	Local Per Inquiry BRD	10127	ABFD5866	ALWAYS BEST CARE/800-346-5866 /DDRWS	5:00:00AM 4:59:00AM	DIRECT RESPON Always Best Care	1665608.6
_____	7:13:20AM	00:01:00	Cornerstone Media Group	Local Per Inquiry BRD	10091	DCKA604046	DUMP CAKES	5:00:00AM 4:59:00AM	DIRECT RESPON DUMP CAKES	1777245.2
_____	7:14:20AM	00:00:05	18 Logo Legal ID	1-Promo/PSA	77663	18LOGOLEGALI D05			Various	1.1
_____	7:14:25AM	00:04:00	Segment 2	Program Segment			/SVR			
_____	7:18:25AM	00:00:10	Barter	Barter Commercial			CC Sponsorship/SVR			

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	7:18:35AM	00:00:05	Program Bumper	SegBumper			/SVR			
	7:18:40AM	00:00:10	Break 2a	Local-PROMO						
	7:18:40AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77421	PS1824MKECA10			Various	1.1
	7:18:50AM	00:02:00	Break 2b	Local-SPOT						
	7:18:50AM	00:02:00	Gray Matter	Local Per Inquiry BRD	11421	BPPG120	BULLSEYE PEE PAD/800-509-1765	5:00:00AM 4:59:00AM	RETAIL-OTHER Bullseye Pee Pad	1726102.4
	7:20:50AM	00:00:20	Break 2c	Local-PROMO						
	7:20:50AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77213	PS1824MKECD20			Various	1.1
	7:21:10AM	00:03:30	Segment 3	Program Segment			/SVR			
	7:24:40AM	00:00:30	Barter	Barter Commercial			/SVR			
	7:25:10AM	00:00:05	Program Bumper	SegBumper			/SVR			
	7:25:15AM	00:02:30	Barter	Barter Commercial			/SVR			
	7:27:45AM	00:00:05	Program Bumper	SegBumper			/SVR			
	7:27:50AM	00:01:00	Barter	Barter Commercial			/SVR			
	7:28:50AM	00:01:00	Segment 4	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	55219	8005590183	WVTV/HAIR CLUB FOR MEN	7:30:00AM 8:00:00AM	PAID PROGRAMS 2Q 2014 PAID	1786241.81
_____	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10983	33522	NO FEE 5.WS.GFXSTND	6:00:00AM 12:00:00AM	SERVICES-LAW Q2 '14 PI	17899871.2
_____	7:58:45AM	00:01:00	E&M Media	Local Per Inquiry BRD	11252	PFM29193	A PLACE FOR MOM WITH JOAN LUNDEN	5:00:00AM 4:59:00AM	DIRECT RESPON A PLACE FOR MO	1811966.1
_____	7:59:45AM	00:00:05	18 Logo Legal ID	1-Promo/PSA	77663	18LOGOLEGALI 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	18LOGOLEGALI D10			Various	1.1