

Official Traffic Log for Thursday April 10, 2014

as of (Apr 9 2014 5:05PM)

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-Dragonfly TV Episode: DFLYTV206-		DFLYTV206 *DFLYTV206*					
	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	00:05:45	Segment 1	Program Segment			/SVR DFLYTV			
	7:05:55AM	00:02:10	Barter	Barter Commercial			/SVR DFLYTV			
	7:08:05AM	00:04:00	Segment 2	Program Segment			/SVR DFLYTV			
	7:12:05AM	00:00:10	Break 1a	Local-PROMO						
	7:12:05AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77422	PS1824MKECB1 0			Various	1.1
	7:12:15AM	00:02:00	Break 1b	Local-SPOT						
	7:12:15AM	00:00:30	Gendlin Liverman & Rymer SC	National Spot Agency BRD	11101	GE071303	GLR CAN HELP FAST /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1642809.53 LEGAL-AUTO AC	
	7:12:45AM	00:00:30	Wisconsin Broadcasters Association	Local PSA NON SPOT REV	10300	WORKOUT30	THE WORKOUT	6:00:00AM 10:00:00AM	PROMO (ns) WBAUS COAST	1771128.1
	7:13:15AM	00:01:00	Milwaukee Career College	Local Spot Agency BRD	10941	MCCVETHELP04 1960	WVTV/VETS HELP	6:00:00AM 12:00:00AM	SCHOOLS-BUSIN1772063.3 April 2014	
	7:14:15AM	00:00:10	Program Bumper	SegBumper			BUMPER/SVR DFLYTV			
	7:14:25AM	00:01:30	Break 1c	Local-SPOT						

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_____	7:14:25AM	00:00:30	Hupy & Abraham-Northampton	Local Spot Agency BRD	10933	35573	DON'T TEXT AND DRIVE PSA	6:00:00AM 3:00:00AM	SERVICES-LAW (1731424.1 PSA	
_____	7:14:55AM	00:01:00	Cornerstone Media Group	Local Per Inquiry BRD	10091	DCKA604046	DUMP CAKES	5:00:00AM 4:59:00AM	DIRECT RESPONSE (177245.2 DUMP CAKES	
_____	7:15:55AM	00:00:20	Break 1d	Local-PROMO						
_____	7:15:55AM	00:00:20	PS 18/24 MIKE CARES PSA	1-Promo/PSA	77212	PS1824MKECC2 0			Various	1.1
_____	7:16:15AM	00:06:45	Segment 3	Program Segment			/SVR DFLYTV			
_____	7:23:00AM	00:02:05	Barter	Barter Commercial			/SVR DFLYTV			
_____	7:25:05AM	00:01:00	Break 2a	Local-SPOT						
_____	7:25:05AM	00:00:30	Dentalone Partners	National Spot Agency BRD	10656	DEWO2266V2	ON YOUR MIND-QUALITY(MILWAUKEE)	6:00:00AM 12:00:00AM	MEDICAL-DENTAL (1772923.6 D05/DCP/0045 (C	
_____	7:25:35AM	00:00:30	Pitman Kyle & Sicula SC	Local Spot Agency BRD	11134	18FEUDPKSD30	FAMILY FEUD PROMO	6:00:00AM 7:00:00PM	SERVICES-LAW (1797168.15 2Q 2014 Family Fe	
_____	7:26:05AM	00:02:40	Segment 4	Program Segment			/SVR DFLYTV			
_____	7:28:45AM	00:00:30	Barter	Barter Commercial			PROMO+FEE SPOTS/SVR DFLYTV			
_____	7:29:15AM	00:00:40	End Credit	Program Segment			/SVR DFLYTV			
_____	7:29:55AM	00:00:05	Station ID	Station ID						
_____	7:29:55AM	00:00:05	18 Logo Legal ID	1-Promo/PSA	77663 77658	18LOGOLEGALI D0510			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	Express Media	Local Corp Longform Agency BRD	54495	8006581168	WVTV18 WALK FIT PLATINUM	7:30:00AM 8:00:00AM	PAID PROGRAMS 2Q 2014 PAID	1789607.14
_____	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	1789871.2
_____	7:58:45AM	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
_____	7:59:45AM	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