

Official Traffic Log for Friday January 10, 2014

as of (Jan 9 2014 5:43PM)

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, 2, 3, 4	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	00:00:30	Attorney David Gruber	Local Spot Direct BRD	19113	EG313	ONCE IN A LIFETIME /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1705478,392 WVTV 1Q 2014	
_____	7:12:15AM	00:01:00	Cornerstone Media Group	Local Per Inquiry BRD	11578	4163971367	HAIR CLUB/800-558-1367	5:00:00AM 4:59:00AM	DIRECT RESPON(1731893,1 Hair Club	
_____	7:13:15AM	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	
_____	7:13:20AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77213	PS1824MKECD20			Various	1.1
_____	7:13:40AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77423	PS1824MKECC10			Various	1.1
_____	7:13:50AM	00:00:05	18 Logo Legal ID	1-Promo/PSA	77663	18LOGOLEGALI D05			Various	1.1
_____	7:13:55AM	00:04:00	Segment 5, 6, 7	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	77424	PS1824MKECD1 0			Various	1.1
_____	7:18:30AM	00:02:00	Break 2b	Local-SPOT						
_____	7:18:30AM	00:01:00	Cornerstone Media Group	Local Per Inquiry BRD	11577	393140B3121	NO NO HAIR REMOVAL/800-418-3121	5:00:00AM 4:59:00AM	DIRECT RESPOND No No Hair Remov	731903.1
_____	7:19:30AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11999	AKM60	AERO KNIFE/800-403-4517	5:00:00AM 4:59:00AM	DIRECT RESPOND Aero Knife	661929.10
_____	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	PS1824MKECA2 0			Various	1.1
_____	7:20:50AM	00:03:30	Segment 8, 9, 10, 11, 12, 13, 14	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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_____	7:30:00AM	00:30:00	Paid Program 730a N/R							
	7:30:00AM	00:00:10	Promo 1	promodisclaimet	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	55219	8005590183	WTV/HAIR CLUB FOR MEN	7:30:00AM 8:00:00AM	PAID PROGRAMS1712413.20 1Q 2014 PAID PR	
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:01:00	Gray Matter	Local Per Inquiry BRD	11543	ATX60	ADVANCED TAX HELP/800-849-5498	5:00:00AM 4:59:00AM	DIRECT RESPON718992.2 Advanced Tax	
	7:59:40AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77421	PS1824MKECA1 0			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