

Milwaukee (WVTV)

Official Traffic Log for Wednesday January 22, 2014

as of (Jan 21 2014 4:51PM)

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-Eco Company 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	00:08:00	Segment 1	Program Segment			/SVR ECOCM			
	7:08:10AM	00:01:00	Barter	Barter Commercial			BARTER/SVR ECOCM			
	7:09:10AM	00:00:20	Break 1a	Local-PROMO						
	7:09:10AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77210	PS1824MKECA20			Various	1.1
	7:09:30AM	00:01:00	Break 1b	Local-SPOT						
	7:09:30AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	19105	EG304	CARELESS DRIVER /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1705478.407 WVTV 1Q 2014	
	7:09:40AM	00:00:30	ATC Financial	Local Spot Direct BRD	11478	D1040	DUCKSHUNS	6:00:00AM 12:00:00AM	SERVICES-TAX ST1731832.130 2014 Season	
	7:10:10AM	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	
	7:10:15AM	00:00:15	Reflections Jewelry Inc	Local Spot Agency BRD	11112	0401PAWNREV	PAWN SERVICE	By Orbit 9P-2A(Mo-S u), 5	RETAIL-JEWELRY1734664.1 JAN 2014	
	7:10:30AM	00:07:00	Segment 2	Program Segment			/SVR ECOCM			
	7:17:30AM	00:02:00	Barter	Barter Commercial			BARTER/SVR ECOCM			

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	7:19:30AM	00:00:10	Break 2a	Local-PROMO						
	7:19:30AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77422	PS1824MKECB10			Various	1.1
	7:19:40AM	00:01:30	Break 2b	Local-SPOT						
	7:19:40AM	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 (1702637.48 LEGAL-AUTO AC	
	7:20:10AM	00:01:00	Gray Matter	Local Per Inquiry BRD	10330	WRTD9036	DEAN MARTIN ROAST/800-791-9898	5:00:00AM 4:59:00AM	DIRECT RESPON1684219.6 Dean Martin Roast	
	7:21:10AM	00:00:05	Program Bumper	SegBumper			BUMPER/SVR ECOOM			
	7:21:15AM	00:00:10	Barter	Barter Commercial			CC FEE SPOT/SVR ECOOM			
	7:21:25AM	00:04:00	Segment 3	Program Segment			/SVR ECOOM			
	7:25:25AM	00:01:15	Break 3a	Local-SPOT						
	7:25:25AM	00:00:15	Cash N Gold LLC	Local Spot Agency BRD	11339	CNG121315	27TH STREET REVISED	By Orbit 6A-7P(Mo-Su), 9	RETAIL-JEWELRY735935.7 JAN 2014	
	7:25:40AM	00:00:30	Family Fest	Local Station Promotion NON SPOT REV	11302	FFPR113V30	WVTV/FAMILY FEST 2014	6:00:00AM 4:55:00AM	PROMO (ns) FAMILY FEST	1731585.1
	7:26:10AM	00:00:30	ATC Financial	Local Spot Direct BRD	11477	B1040	BEAUTY SALON	6:00:00AM 12:00:00AM	SERVICES-TAX ST731832.130 2014 Season	
	7:26:40AM	00:00:30	Barter	Barter Commercial			BARTER/SVR ECOOM			
	7:27:10AM	00:00:05	Program Bumper	SegBumper			BUMPER/SVR ECOOM			

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_____	7:27:15AM	00:00:20	Barter	Barter Commercial			FEE SPOT/SVR ECOCM			
_____	7:27:35AM	00:02:15	Segment 4	Program Segment			/SVR ECOCM			
_____	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	55249	8006404562	WTV/CLEAR TV	7:30:00AM 8:00:00AM	PAID PROGRAMS 1Q 2014 PAID PR	172413.25
_____	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:00:30	Gendlin Liverman & Rymer SC	National Spot Agency BRD	11102	GE071304	HOUSE CALLS FOR INJURED PEOPLE /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW LEGAL-AUTO AC	1702637.48
_____	7:59:10AM	00:00:30	ATC Financial	Local Spot Direct BRD	11478	D1040	DUCKSHUNS	6:00:00AM 12:00:00AM	SERVICES-TAX 2014 Season	1731832.130
_____	7:59:40AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	11447	33535	JUB.05.REV /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW Q1 '14 JUB	149187.2
_____	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