

## AD FED 2009 MEDIA AUCTION

	VALUE	DONATION	RESTRICTIONS
<b>ONLINE</b>			
<b>carsoup.com</b>	\$2,250.00	Above the scroll, wide skyscraper (160X600) ad, 150,000 impressions/month to run for one month	Please reserve 4 weeks prior to run. Creative cost is \$249 unless supplied by advertiser. Expires 12/31/09.
<b>citypages.com</b>	\$1,900.00	4 - wide skyscraper online ads @ 50,000 impressions per ad	Needs to be reserved 4 weeks prior to run. Expires 12/30/09
<b>Secrets of the City</b>	\$1,200.00	Two months of 30,000 impressions each; skyscraper (160X600) or banner size only (728X90)	Minimum bid must be \$500. NEW advertisers only; only direct clients (no agencies)
<b>Lavender online newsletter</b>	\$796.00	One month vertical ad in Lavender Newsletter, top position	
<b>OUT OF HOME</b>			
<b>Adspace Networks, Inc.</b>	\$24,000.00	12 consecutive weeks running :15 A/V commercial in one of the following malls (Burnsville Mall, Eden Prairie Center, Northtown Mall). Includes production of 1 :15 A/V commercial.	Must run prior to Nov 11, 2009 must run 12 weeks consecutive
<b>AllOverMedia</b>	\$1,650.00	Single campaign of 30 Indoor 17x11 print or 10 second LCD ads per month for a term of 3 months in venues with availability in the MPLS Metro market under our control	Creative cost is \$125 unless supplied by advertiser. Term must commence before 12/2009. Subject to venue availability and venue and/or AllOverMedia management acceptance. Call at least one month in advance of start of campaign. Campaign must run successive months.
<b>CBS Outdoor</b>	\$21,000.00	#25 GRP Showing. General Market coverage; 30 Transit Shelters 67"hx46"w	CBS Outdoor bus shelters coverage is in the city limits of MPLS, St.Paul, Roseville & West St. Paul. Production costs are NOT included - cost is \$50.00 net/per poster.
<b>CityLites USA</b>	\$2,100.00	4 (2x3) backlit ads in Mpls/St.Paul skyways	Purchaser may not have any existing invoices or balances with CityLites or have purchased advertising with CityLites in the past 18 months. Offer expires 12/31/09 - space based on available inventory.
<b>Clear Channel Outdoor</b>	\$22,080.00	23 boards at \$960/each	Total \$22080, based on available space, general market distribution - production NOT included.
<b>CTM Media Group</b>	\$600.00	Distribution of a brochure, rack card or magazine at 4 locations at the Lindberg terminal and 2 at the Humphrey terminal for three consecutive months.	None

<b>EYE</b>	\$3,900.00	2 backlit directory spaces (47" X 69") Maplewood Mall; 13 weeks	(Except November and December). Expires May 20, 2010. Subject to availability. Advertiser is responsible for material production costs
<b>Titan Outdoor</b>	\$ 14,175.00	Place a 4-week contract for \$10,000 and receive and additional 25 kings (value 14.175 for 4-weeks)	Contract must run in 2009. Production not included.
<b>Intran Media</b>	\$18,000.00	3 months, 5 truck advertising campaign for Mpls/St. Paul DMA. Does not include production (\$1000/per truck)	Must be used in 2009, this cannot be used as part of a current contract with Intran Media. No political and all ads must be pre-approved by Intran Media management.
<b>GSA/Brite Media</b>	\$2,000.00	20 - 17x11 bar&restaurant ads	To be used in one month

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## PRINT

<b>Asian Pages</b>	\$855.00	1/2 page black/white display ad	Expires 12/31/09
<b>Enterprise Minnesota Magazine</b>	\$1,794.00	1-1/3 page ad 4 color	July/August 2009 issue
<b>Minnesota Monthly</b>	\$4,960.00	1- 1/3 page: 4 color display ad	Must be used by June 2010 issue. Can't be used on an existing advertiser or an advertiser during the past 12 months. Subject to space availability. Ad Space may not be brokered.
<b>MN Newspaper Assoc</b>	\$10,000.00	statewide 2x2 display ads	Placed in 261 newspapers across the state of MN.
<b>MN Newspaper Assoc</b>	\$20,000.00	statewide 2x4 displays ads	Placed in 261 newspapers across the state of MN.
<b>St. Cloud Times</b>	\$1,984.25	Two 1/4 page B & W 3 x 10.5 ad, same ad runs twice within one week or one full 10" (2x5Two ¼ page B&W ads (3 column x10.5"), same ad runs twice within one week or one full color 10" (2 column x 5" or 1 column x 10") flight plan ad series, same ad runs 5 times in one week (4 times in the St. Cloud Times and 1 time in a Marketplace Shopper zone).) flight plan ad series, same ad runs 5 times in one week.	Expired one year from issue date

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## RADIO

<b>AM1500</b>	\$3,125.00	25 - 60 sec spots to air in one week	Based on availability and pre-approval by station management. Expiration 12/31/2009
<b>B96 - KTTB Radio</b>	\$12,000.00	60 sec CM's to air M-Su 5Am-Mid	Subject to availability/good for any two weeks of a month, pre-emptible, expires 12/31/2009
<b>CBS RADIO</b>	\$4,000.00	20x 60 sec spots total on either station	WCCO-AM, WLTE-FM or KZJK - must be used prior to 12/31/09 M-Sun 6a - 12mid

<b>Classical MN Public Radio</b>	\$2,250.00	15 - 15 sec spots on Classical MN Public Radio to air M-SU 6A - 12M	Exp: 12/31/09 - all messages must meet standard public radio guidelines and MPR reserves the right for copy approval. Contact: Barb Gehlen 651-290-1268 bgehlen@mpr.org
<b>FM107</b>	\$2,500.00	25 - 60 sec spots to air in one week	Based on availability and pre-approval by station management. Expiration 12/31/2009
<b>KDWB - Clear Channel</b>	\$4,000.00	Air time	CM's will run M-Su 6Am-12M on a as available/pre-emptible basis
<b>KEEY - Clear Channel</b>	\$4,500.00	Air time	CM's will run M-Su 6Am-12M on a as available/pre-emptible basis
<b>KFAN - Clear Channel</b>	\$3,000.00	Air time	CM's will run M-Su 6Am-12M on a as available/pre-emptible basis
<b>KQQL - Clear Channel</b>	\$2,500.00	Air time	CM's will run M-Su 6Am-12M on a as available/pre-emptible basis
<b>KQRS/KXXR/WGVS</b>	\$7,700.00	18-60 sec CM's per station-total 36 commercials	All commercials to air BTA M-SU 6Am - 12m. Ads must be aired by 12/31/2009, scheduled per advertiser request, subject to availability and aired BTA (best time available) M-SU 6am - 12Mid. No guarantee of daypart distribution.
<b>KS95 Radio</b>	\$3,750.00	25 - 60 sec spots to air in one week	Based on availability and pre-approval by station management. Expiration 12/31/2009
<b>KTCZ - Clear Channel</b>	\$4,000.00	Air time	CM's will run M-Su 6Am-12M on a as available/pre-emptible basis
<b>KTLK - Clear Channel</b>	\$2,500.00	Air time	CM's will run M-Su 6Am-12M on a as available/pre-emptible basis
<b>The Current / MPR</b>	\$1,500.00	15 - 15 sec spots on 89.3 The Current to air M-SU 6a-12M	Exp: 12/31/09 - all messages must meet standard public radio guidelines and MPR reserves the right for copy approval. Contact: Barb Gehlen 651-290-1268 bgehlen@mpr.org

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## TV

<b>Comcast Cable</b>	\$15,000.00	15K worth of 30 sec. cm's	To air in up to 13 zones of local coverage on any of our 40 cable networks including CNN, ESPN, HGTV and Lifetime. Includes client survey to determine the best possible schedule to fit the advertisers needs and maximize investment.
<b>KARE 11</b>	\$5,000.00	Receive an additional \$5,000 worth of advertising when you place a schedule of \$5,000	No expiration date listed.

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