



## 2010 Media Auction – Live Auction

LA	Medium	STARTING BID	MEDIUM	VALUE	DONATION	RESTRICTION
LA01			CityPages.com	\$1,900	200,000 Wide Skyscraper Impressions on citypages.com	Must reserve 8 weeks and advance be used by 12/31/2010
LA02			Minneapolis/St. Paul Business Journal	\$2,700	¼ black/white ad 4 7/8" wide by 5 7/8" ¼ in the Business Journal	Expires 12/24/2010
LA03			Houck Ads	\$4,845	10 King Size Bus Posters (30" x144") on Duluth Public Transit Authority Buses for two consecutive months	Can't be used in August. Production not included. Offer based on availability.
LA04			Postcardbuilder.com	\$875	2500 4 color 4.25 x 5.5 postcard handouts with UV gloss coating. You can upgrade and mail your postcards standard class for the cost of postage only which would be \$700.	Expiration 12.31.2010
LA05			Printz.com	\$370	1000 tri-fold 4 color brochures on 100# gloss text premium paper	Expiration 12.31.2010
LA06			Intran Media	\$15,000	Media space on five trucks for three months, Minneapolis DMA.	Must be used in 2010., this does not include the \$5000 production. Can not be a current customer.
LA07			Asian Pages	\$885	Y2 Page black and white ad	Expires 12/31/09
LA08			Comcast Spotlight Twin Cities	\$15,000	:30 Second Spot Cable Schedule	To air from 1- 13 zones of local cable on any of our available top (40+) cable networks including CNN Discovery, TLC and more. Includes client survey to determine possible schedule to fit the advertisers needs and maximize inventory. Must be aired by 6/30/2010. Production and Advanced Media Schedule included.
LA09			CBS Outdoor	\$21,000	#25 GRP Showing of Transit Shelters (30 units)	NA
LA10			Where Mag	\$1045	1/6 Page 4-Color ad.	Must be used by December 2010 issue



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LA11			Clear Channel Outdoor	\$22,000	15 GRP Eco Poster Showing- 23 Parcels, general market distribution- subject to best available space. Production not included.	Production not included.
LA12			CityLites USA	\$2,100	4- 2x3 backlit ads in the skyway system in Minneapolis OR St. Paul.	Purchaser may not have any existing invoices or balances with CityLites or have purchased advertising from CityLites in the last 18 past 18 months. Offer expires 1 year after assignment date. Space based on available inventory.
LA13			Clear Channel Radio Minneapolis/St. Paul	\$2,500	KQQL \$2,500	Yes! All spots must run M-Su 5a-12m (pre-emptible) at current rate card. Expires on 12/31/10
LA14			Clear Channel Radio Minneapolis/St. Paul	\$4,000	KDWB \$4,000	Yes! All spots must run M-Su 5a-12m (preemptible) at current rate card. Expires on 12/31/10
LA15			Clear Channel Radio Minneapolis/St. Paul	\$4,500	KEEY \$4,500	Yes! All spots must run M-Su 5a-12m (preemptible) at current rate card. Expires on 12/31/10
LA16			Clear Channel Radio Minneapolis/St. Paul	\$3,000	KFAN \$3,000	Yes! All spots must run M-Su 5a-12m (preemptible) at current rate card. Expires on 12/31/10
LA17			Clear Channel Radio Minneapolis/St. Paul	\$2,500	KTLK \$2,500	Yes! All spots must run M-Su 5a-12m (preemptible) at current rate card. Expires on 12/31/10
LA18			Clear Channel Radio Minneapolis/St. Paul	\$4,000	KTCZ \$4,000	Yes! All spots must run M-Su 5a-12m (preemptible) at current rate card. Expires on 12/31/10
LA19			Titan Outdoor	\$15,000	25-King Size Bus Posters Specs: 30 inches high x 144 inches	Must be used by August 2010 Production not included



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LA20			Minnesota Monthly	\$5,075	1- 1/3 page: 4 color display ad	Must be used by June 2011 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.
LA21			Star Tribune	\$10,836	Two black and white daily ¼ page ads	They need day/section flexibility and in the event a current advertiser is the winner it would need to be on top of existing business.
LA22			Callahan & Co.	\$2,000	1 full day of studio photography.	Exp 1 year from Media Auction. Expenses are extra.
LA23			TwinCities.com	\$2,725	100,000 Run-Of-Site Impressions of a 300x250 and 25,000 Channel specific Impressions of a 300x250	NA
LA24			CBS Radio	\$2,200	<b>20 :60 second</b> spot ad schedule on one of our stations (WLTE, WCCO, JACK) to run 5am-12mid Monday through Sunday	Spot scheduled must be used in 2010.
LA25			All Over Media	\$1650	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 12/2010. Subject to venue availability and venue and/or All Over Media management acceptance. Call at least one month in advance of start of campaign.
LA26			CarSoup.com	\$2,250	Wide Skyscraper (160 x 600) ad- 150,000 impressions/month to run for one month.	Must reserve 6 weeks prior to run. Creative is \$249 unless supplied by advertiser. Expire 12/31/2010. Car Soup has the right to final creative approval before campaign is launched.
LA27			Media Networks, Inc	\$31,896	One Full Page, 4/C Bleed ad in MNI News 2: Time, Newsweek, Sports	Ad must run in 2010. Month may vary.



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					Illustrated, The Week. Circulation 130,660	
LA28			Minnesota Women's Press	\$515	Quarter page color ad	Exp. 12/31/10
LA29			Pioneer Press	\$5,355	A quarter page ad	Available space only. No cash value. No brokering of space.
LA30			<i>Twin Cities Business</i>	\$3,730.00	1/4 page square 4 color ad	Ad must be scheduled to run in a 2010 issue, therefore ad must be booked by the December 2010 issue close date which is October 19, 2010
LA31			Ad Space Networks	\$24,000	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 November 2010 must run 12 weeks consecutive. <b>Must be new client. Non-active for 18 months</b>
LA32			KSTP-FM, KS95	\$1,750	Thirty-five (35), 30-second commercials to air on KS95 Monday-Sunday 5a-1a. Commercials will air based on best-time available, subject to sell-out dates	8/30/2010
LA33			FM107.1	\$2500	Airtime	Based on inventory availability-schedule is a BTA (best time available) Monday – Sunday 5am-12midnight. Twenty five total commercials (25) over a one week time period based on availability.
LA34			AM1500 KSTP Radio	\$2500	25: 30 or 60 second commercials to run in Monday-Sunday 6a-12m.	<b>Must be a new advertiser to KSTP</b>
LA35			The CW Twin Cities	\$5,000	\$5,000 advertising schedule	Dates are 2/02/2010-2/01/2011
LA36			Minnesota Public Radio	\$1,500	10: 15 second messages on M-Su 6A-12M	All messaging must be approved by Minnesota Public Radio, must



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						meet Minnesota Public Radio and FCC guidelines and is based on availability.
LA37			Minnesota Public Radio	\$1,500	15:15 second messages on M-Su 6A-12M	All messaging must be approved by Minnesota Public Radio, must meet Minnesota Public Radio and FCC guidelines and is based on availability.
LA38			Citadel Radio	\$7,650	54:60 second commercials to be aired on a best time available basis M-Su 6am-12mid and split evenly between KQRS, KXXR, and Love 105	Exp. 1/31/2011