

May 2012 Underwriters

| UNDERWRITER | Contract # | Program | Contract Start Date | Contract End Date | Contract Amount |
|--|------------|---------------------------------------|---------------------|-------------------|-----------------|
| American Bottling (Dr. Pepper - 7up) | Trade | Dragon Tales - Fridays | 2/1/2012 | 1/31/2013 | \$1,000 |
| Arco Coffee Company | Trade | Antiques RoadShow | 3/31/2012 | 3/30/2013 | \$1,800 |
| Arrowhead Chapter of Credit Unions | 31925 | Biz Kids | 5/7/2012 | 5/6/2013 | \$1,800 |
| Benedictine Health System | 35943-1 | Duluth Superior Symphony - Broadcasts | 4/28/2012 | 4/28/2012 | \$350 |
| Benedictine Health System | 35942 | Alternate Fri and Sat | 7/1/2011 | 6/30/2012 | \$3,400 |
| Black Goose Chimney & Duct | 20350 | This Old House | 4/29/2012 | 11/4/2012 | \$900 |
| BlackWoods Restaurants | Trade | Alternate Friday Evenings | 11/20/2011 | 6/9/2012 | \$1,100 |
| Builders Commonwealth | 14538 | This Old House | 4/8/2011 | 4/7/2012 | \$1,800 |
| C.G. Bretting Manufacturing Company | 14546 | NewsHour with Jim Lehrer, Tues. | 1/1/2012 | 12/31/2013 | \$1,800 |
| Carpenters Local 361 | 14564 | Fri. Evenings ALTERNATE | 5/6/2012 | 11/4/2012 | \$500 |
| Classic Roofing Systems | 14851 | This Old House | 4/14/2012 | 4/13/2013 | \$1,800 |
| ClearWay Minnesota | 37630 | Almanac North | 10/8/2011 | 10/16/2012 | \$3,003 |
| College of St. Scholastica | 38338 | DSSO Symphony - 10-1, 2011 | 10/1/2011 | 10-12011 | \$350 |
| College of St. Scholastica | 38338 | PlayList | 10/6/2011 | 5/31/2012 | \$4,000 |
| College of St. Scholastica | 38338 | Alternate Tues and Wed. Evenings | 7/5/2011 | 7/4/2012 | \$3,400 |
| College of St. Scholastica | 38338 | PlayList | 4/7/2011 | 6/30/2011 | \$2,000 |
| Como Oil | 14591 | Antiques Roadshow | 6/30/2011 | 6/29/2012 | \$1,800 |
| Denny'sAce Hardware | 20283 | Alternate Thursday Evenings | 1/5/2012 | 1/4/2013 | \$2,100 |
| Dental Implant & Reconstructive Center | 34745 | Alternate Sunday Evenings | 12/17/2011 | 12/16/2012 | \$2,100 |
| Dougherty Funeral Home (Duluth) | 14644 | Sat. Evenings ALTERNATE | 6/4/2011 | 6/3/2012 | \$2,100 |
| Dryer Storaasli Knutson & Pommerville, Ltd. | 14541 | SUN. Evenings ALTERNATE | 12/17/2011 | 12/18/2012 | \$2,100 |
| Duluth Federation of Teachers Local 692 | 14660 | NewsHour with Jim Lehrer, Tues. | 4/17/2011 | 4/16/2012 | \$1,800 |
| Duluth-Superior Area Community Foundation | 14677 | Fri. Evenings ALTERNATE | 10/2/2011 | 10/1/2012 | \$2,100 |
| Duluth-Superior Magazine | Trade | Thursday Eveings | 3/24/2012 | 3/23/2013 | \$3,400 |
| Edmunds Company, The/Mount Royal Pines | 26861 | The Lawrence Welk Show | 1/5/2012 | 1/4/2013 | \$1,800 |
| Enbridge Energy Partners, L.P. (Enbridge Energy Cor | 14897 | Mon. Evenings ALTERNATE | 8/23/2011 | 8/22/2012 | \$2,100 |
| Energy Plus, Inc. | 28630 | Sunday Daypart I | 1/2/2012 | 1/1/2013 | \$2,100 |
| Engwalls | 31338 | Great Gardening 2012 | 3/8/2012 | 9/28/2012 | \$2,000 |
| Essentia Health (Formerly SMDC) | 14658 | Sat. Evenings ALTERNTE | 7/1/2011 | 6/30/2012 | \$2,100 |
| Essentia Health (Formerly SMDC) | 17214 | DSSO 4-28-12 | 4/28/2012 | 4/28/2012 | \$350 |
| Esterbrooks, Scott, Signorelli, Peterson & Smithson, I | 14707 | Thurs. Evenings Alternate | 4/4/2012 | 4/3/2013 | \$2,100 |
| Evergreen Lawn Service | 37433 | Great Gardening | 3/8/2012 | 9/29/2012 | \$2,000 |
| Falsani, Balmer et al | 39609 | Laywers on the Line | 3/29/2012 | 5/24/2012 | \$5,000 |
| Franklin Foods/Arrowhead/Kemps | Trade | Arthur - Fridays | 3/28/2012 | 3/26/2013 | \$1,000 |
| Fryberger, Buchanan, Smith and Frederick, P.A. | 17203 | Almanac North | 6/3/2012 | | \$3,000 |
| Grandma's Restaurants | Trade | Mon. Evening ALTERNATE - B | 3/31/2012 | 3/30/2013 | \$1,700 |

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| Black Goose Chimney & Duct | 20350 | This Old House | 4/29/2012 | 11/4/2012 | \$900 |
| BlackWoods Restaurants | Trade | Alternate Friday Evenings | 11/20/2011 | 6/9/2012 | \$1,100 |
| Builders Commonwealth | 14538 | This Old House | 4/8/2011 | 4/7/2012 | \$1,800 |
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| Classic Roofing Systems | 14851 | This Old House | 4/14/2012 | 4/13/2013 | \$1,800 |
| ClearWay Minnesota | 37630 | Almanac North | 10/8/2011 | 10/16/2012 | \$3,003 |
| College of St. Scholastica | 38338 | DSSO Symphony - 10-1, 2011 | 10/1/2011 | 10-12/2011 | \$350 |
| College of St. Scholastica | 38338 | PlayList | 10/6/2011 | 5/31/2012 | \$4,000 |
| College of St. Scholastica | 38338 | Alternate Tues and Wed. Evenings | 7/5/2011 | 7/4/2012 | \$3,400 |
| College of St. Scholastica | 38338 | PlayList | 4/7/2011 | 6/30/2011 | \$2,000 |
| Como Oil | 14591 | Antiques Roadshow | 6/30/2011 | 6/29/2012 | \$1,800 |
| Denny'sAce Hardware | 20283 | Alterrnate Thursday Evenings | 1/5/2012 | 1/4/2013 | \$2,100 |
| Dental Implant & Reconstructive Center | 34745 | Alternate Sunday Evenings | 12/17/2011 | 12/16/2012 | \$2,100 |
| Dougherty Funeral Home (Duluth) | 14644 | Sat. Evenings ALTERNATE | 6/4/2011 | 6/3/2012 | \$2,100 |
| Dryer Storaasli Knutson & Pommerville, Ltd. | 14541 | SUN. Evenings ALTERNATE | 12/17/2011 | 12/18/2012 | \$2,100 |
| Duluth Federation of Teachers Local 692 | 14660 | NewsHour with Jim Lehrer, Tues. | 4/17/2011 | 4/16/2012 | \$1,800 |
| Duluth-Superior Area Community Foundation | 14677 | Fri. Evenings ALTERNATE | 10/2/2011 | 10/1/2012 | \$2,100 |
| Duluth-Superior Magazine | Trade | Thursday Eveings | 3/24/2012 | 3/23/2013 | \$3,400 |
| Edmunds Company, The/Mount Royal Pines | 26861 | The Lawrence Welk Show | 1/5/2012 | 1/4/2013 | \$1,800 |
| Enbridge Energy Partners, L.P. (Enbridge Energy Cor) | 14897 | Mon. Evenings ALTERNATE | 8/23/2011 | 8/22/2012 | \$2,100 |
| Energy Plus, Inc. | 28630 | Sunday Daypart I | 1/2/2012 | 1/1/2013 | \$2,100 |
| Engwalls | 31338 | Great Gardening 2012 | 3/8/2012 | 9/28/2012 | \$2,000 |
| Essentia Health (Formerly SMDC) | 14658 | Sat. Evenings ALTERNATE | 7/1/2011 | 6/30/2012 | \$2,100 |
| Essentia Health (Formerly SMDC) | 17214 | DSSO 4-28-12 | 4/28/2012 | 4/28/2012 | \$350 |
| Esterbrooks, Scott, Signorelli, Peterson & Smithson, L | 14707 | Thurs. Evenings Alternate | 4/4/2012 | 4/3/2013 | \$2,100 |
| Evergreen Lawn Service | 37433 | Great Gardening | 3/8/2012 | 9/29/2012 | \$2,000 |
| Falsani, Balmer et al | 39609 | Laywers on the Line | 3/29/2012 | 5/24/2012 | \$5,000 |
| Franklin Foods/Arrowhead/Kemps | Trade | Arthur - Fridays | 3/28/2012 | 3/26/2013 | \$1,000 |
| Fryberger, Buchanan, Smith and Frederick, P.A. | 17203 | Almanac North | 6/3/2012 | | \$3,000 |
| Grandma's Restaurants | Trade | Mon. Evening ALTERNATE - B | 3/31/2012 | 3/30/2013 | \$1,700 |

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|--|---------|------------------------------------|------------|------------|-----------|
| Grandma's Restaurants | Trade | Tues. Evening ALTERNATE - A | 3/31/2012 | 3/30/2013 | \$1,700 |
| Great Lakes Stone Supply | 38536 | Great Gardening 2011 | 3/10/2011 | 9/28/2011 | \$2,100 |
| Hammond Steak House | 31335 | Duluth Superior Symphony - 4/28/12 | 4/28/121 | 4/28/2012 | \$350 |
| Hanft Fride | 14776 | Fri. Evenings ALTERNATE | 1/1/2012 | 12/31/2012 | \$3,400 |
| Hanft Fride | 14776 | Sun. Evenings ALTERNATE | 1/1/2012 | 12/31/2012 | See above |
| Human Development Center | 38063 | Speak Your Mind | 9/28/2011 | 2/23/2012 | \$10,000 |
| Integrity Health Network (formerly CareNorth | 30138 | Doctors on Call 2011-2012 | 9/29/2011 | 2/23/2012 | \$2,500 |
| Iron Mining Association of Minnesota | 14823 | Almanac North | 1/1/2012 | 12/31/2012 | \$3,000 |
| Johnson Insurance Consultants | 17186 | Frontline | 10/12/2011 | 10/11/2012 | \$1,800 |
| Johnson Mertz Appliance, Inc | 31929 | Alternate Monday Evening | 5/5/2011 | 5/4/2012 | \$1,750 |
| Johnson Mertz Appliance, Inc | 31929 | Alternate Sunday & Mond. 26 wks | 10/9/2011 | 4/1/2012 | \$1,500 |
| Johnson Mertz Appliance, Inc | 31929 | Alternate Wed. Evenings | 5/5/2011 | 5/4/2012 | \$1,750 |
| Keystone Bluffs | 37105 | Thursday Eveings | 1/29/2012 | 1/28/2013 | \$3,400 |
| KUMD | TRADE | The PlayList | 12/1/2011 | 5/31/2012 | \$4,000 |
| Lake Country Power | 30761 | Alternate Wed. Evenings | 11/1/2011 | 10/31/2012 | \$1,700 |
| Lake Superior College | 30139 | Thurs. Evenings Alternate | 9/12/2011 | 9/11/2012 | \$2,100 |
| lake Superior Garden Center | 36190 | 2011 Great Gardening Series | 3/10/2011 | 9/28/2011 | \$2,000 |
| Lakehead Constructors | 14895 | Venture North | 4/19/2012 | 4/18/2013 | \$1,800 |
| Lakehead Constructors | 14895-1 | Alternate Mon. & Thurs. Evenings | 4/29/2012 | 4/28/2013 | \$3,400 |
| Lakewalk Surgery Center | 34099 | Alternate Tuesday Night | 3/21/2012 | 3/20/2013 | \$2,100 |
| Law Offices of Lionel H. Peabody | 17188 | Washington Week in Review | 4/13/2012 | 6/6/2012 | \$650 |
| Law Offices of Lionel H. Peabody | 17188 | The McLaughlin Group | 4/13/2012 | 6/6/2012 | See above |
| Madeline Island Ferry Line | 14932 | Tues. Evenings | 4/24/2012 | 10/23/2012 | \$1,700 |
| Marshall School | 16865 | NOVA | 11/16/2011 | 11/15/2012 | \$1,800 |
| Meyer Group | 39274-1 | Native Report | 10/27/2011 | 1/19/2012 | \$650 |
| Meyer Group | 39274 | This Old House | 10/29/2011 | 1/21/2012 | \$650 |
| Mielke Electric | 30755 | Sunday, Day Part I | 1/6/2012 | 1/5/2013 | \$2,100 |
| Minnesota Dept. of Health - WIC Program | 38324 | Sesame Street Monday thru Friday | 9/6/2011 | 9/5/2012 | \$2,500 |
| Minnesota Dept. of Health - WIC Program | 38325 | Kids Programming Sat. Morning | 9/6/2011 | 9/5/2012 | \$2,500 |
| Minnesota Power Employees Credit Union | 33091 | Ask This Old House | 2/12/2012 | 2/11/2013 | \$1,800 |
| Minnesota Power/Allete | 34467 | Minnesota Legislative Report 2010 | 3/25/2012 | 5/6/2012 | \$3,000 |
| Minnesota Power/Allete | 34466 | Great Gardening 12 Part Series | 3/8/2012 | 9/28/2012 | \$2,000 |
| Minnesota Power/Allete | 34667-1 | Almanac North | 2/24/2012 | 2/23/2013 | \$3,000 |
| Minnesota Power/Allete | 17227 | Alternate Monday Evening | 2/21/2011 | 2/20/2012 | \$2,100 |
| Minnesota Power/Allete | 14961 | The News Hour - Friday Night | 3/25/2011 | 3/24/2012 | \$1,800 |
| Minnesota Quilters, Inc. | 14962 | Saturday Quilting Programs | 10/6/2011 | 10/5/2012 | \$1,800 |
| MPECU | 33091 | DSSO - Broadcast | 4/28/2012 | 4/28/2012 | \$350 |

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|---|----------|---|------------|------------|---------|
| Nokomis Restaurant | 38527 | Monday Evening | 8/23/2011 | 2/13/2012 | \$1,700 |
| Northland Foundation | 15022 | Almanac North | 7/29/2011 | 7/29/2012 | \$3,000 |
| Northland OB-GYN Associates, PA | 14665 | Sun. Evenings | 8/7/2011 | 8/6/2012 | \$3,400 |
| Orthopaedic Associates of Duluth | 15043 | Wed. Evenings ALTERNATE B | 4/9/2012 | 4/8/2013 | \$2,100 |
| Otis-Magie Insurance Agency | 15045-1 | DSSO Performance April 28, 2012 | 4/28/2012 | 4/30/2012 | \$350 |
| Otis-Magie Insurance Agency | 15045 | Fri. Evenings ALTERNATE | 12/13/2011 | 12/12/2012 | \$2,100 |
| Paper Capers, Inc. | Trade | Antiques RoadShow | 5/13/2012 | 5/12/2013 | \$1,800 |
| Perfect Duluth Day | Trade | PlayList | 10/6/2011 | 5/31/2012 | \$4,000 |
| Porky's Building Supply | 27153 | The Red Green Show | 6/20/2011 | 6/19/2012 | \$1,800 |
| Quilting on the Waterfront | 34478 | Quilting Arts | 9/24/2011 | 12/17/2011 | \$650 |
| Prime Appliance Outlet Center | 37090 -1 | Saturday Part 1 | 4/7/2012 | 4/6/2013 | NC |
| Prime Appliance Outlet Center | 37090 | Alternate Sunday/Monday Evening | 4/2/2012 | 4/1/2013 | \$3,400 |
| Ramsland & Vigen, Inc. | 15098 | This Old House | 4/7/2011 | 4/6/2012 | \$1,800 |
| Security Jewelers | 15138 | Tues. Evenings ALTERNATE B | 5/24/2012 | 5/23/2013 | \$2,100 |
| Service Printers of Duluth, Inc. | 15142 | NewsHour with Jim Lehrer, Fri. | 4/6/2012 | 4/5/2013 | \$1,800 |
| Essentia Health Formerly SMDC | 27687 | DOCS on Call | 9/29/2011 | 2/23/2012 | \$2,500 |
| St. Luke's Hospital | 33865 | DOCS on Call | 9/29/2011 | 2/23/2012 | \$2,500 |
| Super One Foods | Trade | Sat. Evenings ALTERNATE B | 3/29/2012 | 3/28/2013 | \$2,100 |
| Superior Federation of Teachers | 15200 | Sesame Street Thurs. | 1/19/2012 | 1/18/2013 | \$1,000 |
| UCare | 36918 | DOCS on Call 2011-2012 | 9/29/2011 | 2/23/2012 | \$2,500 |
| University of Minnesota Duluth Continuing Education | 14547 | Alternate Tuesday Evenings | 9/13/2011 | 9/12/2012 | \$2,100 |
| UMD School of Fine Arts | 36652 | Alt. Tues. Thurs. & Friday | 12/15/2011 | 2/17/2012 | \$850 |
| Viking Village Sewing Centers | 29037 | Saturday Needle Arts Program (Various Quilting) | 7/3/2011 | 7/2/2012 | \$1,700 |
| Viking Village Sewing Centers | 15296 | Sewing with Nancy | 7/3/2011 | 7/2/2012 | \$1,700 |
| Viking Village Sewing Centers | 15296 | Sat. Morning 10:30 AM Sewing/Quilting Shows | 10/6/2011 | 10/5/2012 | \$1,700 |
| Wells Fargo Bank Minnesota NA | 30394 | Fri. Evenings ALTERNATE A | 9/6/2011 | 9/5/2012 | \$1,625 |
| Wells Fargo Bank Minnesota NA | 30394 | Sat. Evenings ALTERNATE | 9/6/2011 | 9/5/2012 | \$1,625 |
| Western lake Superior Sanitary District | 31337 | Great Gardens 12 Part Series | 3/8/2012 | 9/28/2012 | \$2,000 |
| Whiteside, Muriel (Charitable Trust) In Memory of Jar | 18188 | Almanac North | ONGOING | ONGOING | |
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| DOCS ON CALL 2011-2012 | | | | | |
| Essentia Health | 27687 | DOCS on Call 2011-2012 | 9/29/2011 | 2/23/2012 | \$2,500 |
| Integrity Health Network | 30138 | DOCS on Call 2011-2012 | 9/29/2011 | 2/23/2012 | \$2,500 |
| St. Luke's Hospital | 33865 | DOCS on Call 2011-2012 | 9/29/2011 | 2/23/2012 | \$2,500 |
| Ucare | 36918 | DOCS on Call 2011-2012 | 9/29/2011 | 2/23/2012 | \$2,500 |

