

## September Year End 2011 Underwriters

UNDERWRITER	Contract #	Program	Contract Start Date	Contract End Date	Contract Amount
American Bottling (Dr. Pepper - 7up)	Trade	Dragon Tales - Fridays	2/1/2011	1/31/2012	\$1,000
Arco Coffee Company	Trade	Antiques RoadShow	3/31/2011	3/30/2012	\$1,800
Arrowhead Chapter of Credit Unions	31925	Biz Kids	5/7/2011	5/6/2012	\$1,800
Benedictine Health System	35943-1	Duluth Superior Symphony - Broadcasts	4/30/2011	4/30/2011	\$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	4/29/2011	11/4/2011	\$900
BlackWoods Restaurants	Trade	Alternate Friday Evenings	11/20/2010	6/9/2011	\$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.	1/1/2011	12/31/2012	\$1,800
Carpenters Local 361	14564	Fri. Evenings ALTERNATE	5/8/2011	11/4/2011	\$500
Classic Roofing Systems	14851	This Old House	4/14/2011	4/13/2012	\$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	1/5/2011	1/4/2012	\$2,100
Dental Implant & Reconstructive Center	34745	Alternate Sunday Evenings	12/17/2010	12/16/2011	\$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	12/17/2010	12/18/2011	\$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	10/2/2010	10/1/2011	\$2,100
Duluth-Superior Magazine	Trade	Thursday Eveings	3/24/2011	3/23/2012	\$3,400
Edmunds Company, The/Mount Royal Pines	26861	The Lawrence Welk Show	1/5/2011	1/4/2012	\$1,800
Enbridge Energy Partners, L.P. (Enbridge Energy Cor	14897	Mon. Evenings ALTERNATE	8/23/2010	8/22/2011	\$2,100
Energy Plus, Inc.	28630	Sunday Daypart I	1/2/2011	1/1/2012	\$2,100
Essentia Health (Formerly SMDC)	14658	Sat. Evenings ALTERNTE	7/1/2011	6/30/2012	\$2,100
Essentia Health (Formerly SMDC)	17214	DSSO 10/1/2011	10/1/2011	10/1/2011	\$350
Esterbrooks, Scott, Signorelli, Peterson & Smithson, L	14707	Thurs. Evenings Alternate	4/4/2011	4/3/2012	\$2,100
Evergreen Lawn Service	37433	Great Gardening	3/11/2011	9/29/2011	\$2,000
Franklin Foods/Arrowhead/Kemps	Trade	Arthur - Fridays	3/28/2011	3/26/2012	\$1,000
Fryberger, Buchanan, Smith and Frederick, P.A.	17203	Almanac North	6/3/2011	6/2/2012	\$3,000
Grandma's Restaurants	Trade	Mon. Evening ALTERNATE - B	3/31/2011	3/30/2012	\$1,700
Grandma's Restaurants	Trade	Tues. Evening ALTERNATE - A	3/31/2011	3/30/2012	\$1,700
Great Lakes Stone Supply	38536	Great Gardening 2011	3/10/2011	9/28/2011	\$2,100

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Hammond Steak House	31335	Duluth Superior Symphony - 10-1-11	10/1/2011	10/1/2011	\$350
Hanft Fride	14776	Fri. Evenings ALTERNATE	1/1/2011	12/31/2011	\$3,400
Hanft Fride	14776	Sun. Evenings ALTERNATE	1/1/2011	12/31/2011	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	1/1/2011	12/31/2011	\$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	1/29/2011	1/28/2012	\$3,400
Lake Country Power	30764	Kids Programming - Monday 5:00 - 6:00 pm	10/20/2010	10/19/2011	\$1,600
Lake Country Power	30761	Alternate Tuesday Evenings	11/1/2010	10/31/2011	\$1,700
Lake Country Power	30761	Alternate Wed. Evenings	11/1/2010	10/31/20011	\$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	4/19/2011	4/18/2012	\$1,800
Lakehead Constructors	14895-1	Alternate Mon. & Thurs. Evenings	4/29/2011	4/28/2012	\$3,400
Lakewalk Surgery Center	34099	Alternate Tuesday Night	3/21/2011	3/20/2012	\$2,100
Law Offices of Lionel H. Peabody	17188	Washington Week in Review	10/14/2011	1/6/2012	\$650
Law Offices of Lionel H. Peabody	17188	The McLaughlin Group	10/14/2011	1/6/2012	See above
Madeline Island Ferry Line	14932	Tues. Evenings Alternate	4/26/2011	10/25/2011	\$1,050
Mielke Electric	30755	Sunday, Day Part I	1/6/2011	1/5/2012	\$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	38324-1	Kids Programming - Day time	9/6/2010	9/5/2011	\$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	2/12/2011	2/11/2012	\$1,800
Minnesota Power/Allete	34467	Minnesota Legislative Report 2010	4/3/2011	5/9/2011	\$3,000
Minnesota Power/Allete	34466	Great Gardening 12 Part Series	3/10/2011	9/28/2011	\$2,000
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	10/6/2010	10/5/2011	\$1,800
MPECU	33091	DSSO - Broadcast	10/1/2011	10/1/2011	\$350
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	4/9/2011	4/8/2012	\$2,100

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Otis-Magie Insurance Agency	15045-1	DSSO Performance April 30, 2011	4/30/2011	4/30/2011	\$350
Otis-Magie Insurance Agency	15045	Fri. Evenings ALTERNATE	12/13/2010	12/12/2011	\$2,100
Paper Capers, Inc.	Trade	Antiques RoadShow	5/13/2011	5/12/2012	\$1,800
Perfect Duluth Day	Trade	PlayList	4/14/2011	6/30/2011	\$1,800
Porky's Building Supply	27153	The Red Green Show	6/20/2011	6/19/2012	\$1,800
Prime Appliance Outlet Center	37090	Alternate Sunday Evening	1/25/2011	1/24/2012	\$2,100
Ramsland & Vigen, Inc.	15098	This Old House	4/7/2011	4/6/2012	\$1,800
Security Jewelers	15138	Tues. Evenings AITERNATE B	5/24/2011	5/23/2012	\$2,100
Service Printers of Duluth, Inc.	15142	NewsHour with Jim Lehrer, Fri.	4/6/2011	4/5/2012	\$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	3/29/2011	3/28/2012	\$2,100
Superior Federation of Teachers	15200	Sesame Street Thurs.	1/19/2011	1/18/2012	\$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
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	America Sews with Sue Hausmann	10/6/2010	10/5/2011	\$1,700
Wells Fargo Bank Minnesota NA	30394	Fri. Evenings ALTERNATE A	9/6/2010	9/5/2011	\$1,625
Wells Fargo Bank Minnesota NA	30394	Sat. Evenings ALTERNATE	9/6/2010	9/5/2011	\$1,625
Western lake Superior Sanitary District	31337	Great Gardens 12 Part Series	3/11/2011	9/28/2011	\$2,000
Whiteside, Muriel (Charitable Trust) In Memory of Jar	18188	Almanac North	ONGOING	ONGOING	
<b>DOCS ON CALL 2011-2012</b>					
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 Hosptal	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
<b>Great Gardening Series Spring/Fall 2011</b>					
Minnesota Power/Allete	34467	Great Gardening 12 Part Series	3/10/2011	9/28/2011	\$2,000
Lake Superior Garden Center	36190	Great Gardening 12 Part Series	3/11/2011	9/28/2011	\$2,000
WLSSD	31337	Great Gardening 12 Part Series	3/11/2011	9/28/2011	\$2,000
Evergreen Lawn Service	374331	Great Gardening 12 Part Series	3/11/2011	9/28/2011	\$2,000
Great Lakes Stone Supply	38536	Great Gardening 12 Part Series	3/11/2011	9/28/2011	

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