$5,000 Telemundo Boston Package

This package is good for any combination of dayparts, programs and/or specials listed on the WNEU Telemundo Boston program schedule/rate card.

Restrictions:
Based on availability at the time of placement and expires one year from the date of donation to the Ad Club. No credits, audience guarantees, substitutions or rebates will be allowed. No cash transacted.

Starting Bid: $750.00
Value: $5,000.00
Donated By: Telemundo
(617) 242-4606

:30 Units in Local Late News

1x :30 Late News unit to air in each of NBC Local Media’s Northeast Markets: WNBC in NY, WCAU in Philadelphia and WVIT in Hartford

Restrictions:
Subject to inventory availability; To be used between 11/5/2008 - 1/31/2009

Starting Bid: $1,875.00
Value: $12,500.00
Donated By: NBC Local Media
www.nbclocalmedia.com

American Life TV Network

30 (thirty) :30 second commercial announcements Reaching 14,000.000 American Households. Targeting the baby boomer demographic.

Restrictions:
Good for one year. May be extended if mutually agreed upon.

Starting Bid: $1,575.00
Value: $10,500.00
Donated By: The Allen Hackel Org., Inc.
hackelbarter.com/

Bloomberg TV and Internet Package - Our Audience Means Business!

Bloomberg Televison - 30 ROS :30 units in either Business Day (8A-6P) or Prime (6P-12M)
Bloomberg.com - 200,000 ROS impressions

Restrictions:
ROS

Starting Bid: $3,750.00
Value: $25,000.00
Donated By: Bloomberg
afreed@bloomberg.net

BOSTON SPANISH LANGUAGE TV/INTERNET PACKAGE

$10,000 in media value, based upon rate card current at that time, on any one or all three of Entravision’s Boston media properties; WUNI - Univision, WUTF - Telefutura, wunitv.com.

Restrictions:
Media schedules will be based upon availability when ordered. Expires June 30, 2009. Contract, and Invoice & Affidavit will show $0 values.
Starting Bid: $1,500.00  
Value: $10,000.00  
Donated By: Entravision Communications Corporation  
wunitv.com

**CW56 Inventory Package**

On-air schedule. Value based on standard ratecard.

Restrictions:
Dayparts will be negotiated based on availability. Not during political window

Starting Bid: $2,250.00  
Value: $15,000.00  
Donated By: WLVI-TV - CW56  
www.cw56.com

**Media on A&E and History Channels**

Donation is $25,000 worth of total media between A&E and History.

Restrictions: New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates. Current advertisers must purchase this package as an incremental buy, not in place of a previously planned buy. Dayparts scheduled based on availability

Starting Bid: $3,750.00  
Value: $25,000.00  
Donated By: A&E Television Networks  
www.aetv.com

**NECN Media Package**


Broad rotation, spots to air 5am to 1am Monday to Sunday

50x :30 Commercials

Restrictions:  
New advertisers only, no exceptions to above descriptions

Starting Bid: $750.00  
Value: $5,000.00  
Donated By: NECN  
www.necn.com

**WBZ-TV**

Package includes $10,000 air time on WBZ-TV. Amounts are gross. Schedules will be negotiated with the stations based on available inventory. Spots can be 10's, 15's, 30's or 60's.

Restrictions:  
Commercials must meet broadcast standards

Starting Bid: $1,500.00  
Value: $10,000.00  
Donated By: CBS Boston  
www.wbztv.com

**WCVB-TV Television and Online Package**

Mediapackage donation to be used on WCVB-TV and theBostonchannel.com

Restrictions:
Media donation cannot be a substitute for cash dollars from an advertiser. Any media used that is part of an advertiser’s regular schedule must be above and beyond the cash allocated to the station. Media will be used based on mutually agreeable schedule subject to availability. New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates.
Starting Bid: $1,500.00  
Value: $10,000.00  
Donated By: WCVB-TV/theBostonchannel.com  
www.theBostonchannel.com

: WHDH TV Inventory Package

We will donate a $15,000 schedule, based on standard rate card. 17 spots.

Restrictions:
No daypart restrictions, but ad cannot air within the Political window.

Starting Bid: $2,250.00  
Value: $15,000.00  
Donated By: WHDH-TV  
whdh.com

: WSBK-TV

Package includes $5,000 air time on WSBK-TV. Amounts are gross. Schedules will be negotiated with the stations based on available inventory. Spots can be 10's, 15's, 30's or 60's.

Restrictions:
Commercials must meet broadcast standards

Starting Bid: $750.00  
Value: $5,000.00  
Donated By: CBS Boston  
www.wbztv.com
1 Pre-or-post Natal Remnant Page in Babytalk Magazine

1 pre-or-post natal remnant page in Babytalk Magazine to run in one of the following months (Feb, March, April or May).

The rate base is 1,000,000.

Restrictions:
No positioning guarantee and month the ad runs must be flexible to Feb, March, April or May.

Starting Bid: $13,538.00
Donated By: Babytalk Magazine
Value: $90,255.00
www.parenting.com

4c 1/3 Page Ad in National Geographic Traveler

4c 1/3 Page Ad in National Geographic Traveler. Circulation: 715,000!

Restrictions:
Can't guarantee positioning.

Starting Bid: $2,687.00
Donated By: National Geographic
Value: $26,865.00
www.nationalgeographic.com/

Ad And Article Package for Retail Merchandiser

3 x Full page ads plus article written by the Editor of Retail Merchandiser. (RM)

RM is a 40 year old, 20,000 circ, BPA audited magazine. 60% of its readers are senior executives in the retail world, 40% are buyers or category managers.

Typical advertisers would include CPG's Like P&G, Kraft, Georgia Pacific, Coors, Kimberly Clark, Maxell or Companies that provide services to the retail industry.

Restrictions: N/A

Starting Bid: $5,100.00
Donated By: RedCoat Publishing
Value: $34,000.00
www.retail-merchandiser.com/

Effective New England Reach Print and Internet Package


Restrictions:
To be used by the close of our May platforms or March 1, 2009 unless worked out differently directly with the Publisher, J.D. Hale.

Starting Bid: $5,400.00
Donated By: Yankee Publishing
Value: $36,000.00
www.yankeemagazine.com
: Fast Company Page

One Full Page 4CB ad in Fast Company.

Restrictions:
Fast Company has final approval of creative - must be appropriate for the publication.

Starting Bid: $10,996.00
Value: $73,310.00
Donated By: Fast Company
www.fastcompany.com

: Full Page 4 Color Ad in THE WEEK magazine

P4CB ad in THE WEEK magazine to run fall of 2008. Full run circulation of 475,000.

Restrictions:
Ad can not replace currently scheduled ad in THE WEEK, and will run on a space available basis at the publisher’s discretion. The publisher also reserves the right to reject ads we deem not appropriate for our audience of business executives and thought leaders. Ads need to be full display ads and not direct response offers, coupons etc..

Starting Bid: $7,665.00
Value: $51,100.00
Donated By: THE WEEK
www.theweek.com

: Full Page Ad in The Improper Bostonian Magazine

The Improper Bostonian is pleased to donate a full-page four-color ad to be used by October 17, 2009.

Restrictions:
The Improper Bostonian reserves the right to refuse any advertising that is not in keeping with its standards. All advertising agreements must be signed by the Improper Bostonian publisher to be considered accepted and approved.

Starting Bid: $2,182.00
Value: $14,550.00
Donated By: The Improper Bostonian Magazine
www.improper.com

: Full Page Boston Home Ad

1 full page 4-color bleed ad to run in Boston Home.

Restrictions:
Ad must be redeemed within 12 months. No cash value.

Starting Bid: $1,092.00
Value: $7,280.00
Donated By: Boston magazine
www.bostonmagazine.com

: Full Page Boston magazine Ad

1 full page 4-color bleed ad to run in Boston magazine. Circulation 134,524.

Restrictions:
Ad must be redeemed within 12 months. No cash value.

Starting Bid: $3,091.00
Value: $20,610.00
Donated By: Boston magazine
www.bostonmagazine.com

A 4/color full page bleed ad in the MNI News package (this is a full page ad in Newsweek, Time, Sports Illustrated, The Week, and US News & World Report)

Restrictions:
Up to the value of the Boston Metro News, which for 2008 is $51,645 gross.

Starting Bid: $7,746.00  Value: $51,645.00  Donated By: MNI  www.mni.com

: National Ad Page in ONE of the Fortune/Money Group Publications

Winner can choose to run one national ad page in any one of the Fortune Money Group publications: FORTUNE, Fortune Small Business or Money

Restrictions:
Ad cannot replace an ad in an existing paid schedule. Fortune Money Group needs at least a three issue window to run the ad.

Ad must run before June 2009.
No position guarantees.

Starting Bid: $18,660.00  Value: $186,600.00  Donated By: Fortune/Money Group  www.timeinc.net/fortune/mediakit/businessandfinance/

: National advertising page in CFO Magazine

Full-page, national advertisement in CFO Magazine

Restrictions:
Must be incremental to existing or planned ad schedule. Insertion date to be approved by CFO publisher.

Starting Bid: $13,128.30  Value: $87,522.00  Donated By: CFO Magazine  www.CFO.com

: Newsweek Business Plus Edition Full Page 4CB Ad


Restrictions: Available only to advertisers who have not run in Newsweek in 2007 or 2008.

Starting Bid: $13,880.00  Value: $138,805.00  Donated By: Newsweek  www.newsweekmediakit.com

: North of Boston Media Group Full Page, Process Color Magazine Ad

The North of Boston Media Group is offering a full-page, 4-color, ad in our demographically targeted, glossy lifestyle magazines (The Andovers, Marblehead Home and Style, Newburyport Magazine, and Cape Ann Magazine)

Restrictions:
The value of this ad does not count toward a customer's contract fulfillment. Please see http://addesk.eagletribune.com for ad specs and submission details

Starting Bid: $1,005.00  Value: $6,700.00  Donated By: North of Boston Media Group  www.nobmg.com
**P4CB in People Magazine 2,075,000 circulation buy**

One P4CB to People Magazine's Top 10 circulation (2,075,000).

Restrictions:
Restrictions: The page has to be incremental to an advertiser's schedule and is subject to approval by Nikki LeSage or Julie Arkin at PEOPLE.
The ad cannot replace existing, negotiated or in planning space.
Space cannot count towards any discount grids.
No ads with coupons.
The client should be New England or New York based.
The ad will run between October 2008 and February 2009 at the discretion of PEOPLE.
We cannot guarantee any issue dates.
No positioning guarantees.

Starting Bid: $21,015.00
Value: $140,100.00
Donated By: PEOPLE
www.people.com/people/

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**Page in In Style Weddings 2009 Summer Issue**

A full page (full color bleed) to appear in the Summer In Style Weddings issue. In Style Weddings is an insider's view of the world's most glamorous and beautiful weddings—plus all the information, inspiration and ideas to plan the wedding of your dreams.

Restrictions:
Must be in the Summer 2009 Issue, non-transferable. No positioning guarantees and must be an incremental page over current schedule if existing advertiser.

Starting Bid: $8,130.00
Value: $54,200.00
Donated By: In Style
www.instyleweddings.com

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**Sports Illustrated Northeastern Regional P4CB**

Northeastern Regional P4CB ad which has an open rate gross value of $45,310.

Restrictions:
SI will require a minimum four week window to place this pro-bono regional ad page for The Ad Club of Boston. We will also require complete and total issue date and positioning flexibility. Finally, SI will need to approve the company that will be taking advantage of this offer. Note, we do not want this donation to cannibalize any potential paid business in the New England territory.

Starting Bid: $4,531.00
Value: $45,310.00
Donated By: Sports Illustrated
www.si.com

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**The world of National Geographic**

One Page 4/c (bleed or not) in National Geographic with 1,000,000 circulation. Possibility of higher circulation if available. (National circ is 5,000,000). Value of $45,000 gross.

One-Third page 4/c in National Geographic Adventure, circulation of 625,000. Value of $30,545 gross.

In addition, the winner receives a ROS online media schedule (250,000 impressions) utilizing all ad units (300x250, 728x90 & 160x600), a $5,000 value!

Restrictions:
Space availability needs to be discussed prior to booking for National Geographic magazine. No positioning guarantees for either publication.
The online component of this package must be used by March 31 2009.

Starting Bid: $7,555.00  
Value: $80,545.00  
Donated By: National Geographic  
www.nationalgeographic.com/

TIME Magazine Global Business Ad Page

One P4CB ad in TIME Magazine’s Global Business Edition. This edition runs to 1.6 million C-Level and Professional/Managerial subscribers and reaches 8.1 million consumers with pass along readership.

Restrictions:
The page has to be incremental to an advertiser’s schedule and needs to be approved by AnneMette Bontaites.

We would prefer that the client be New England based.

We need issue flexibility and a window of 6-12 months. The ad will most likely run in the first half of 2009 but no guarantees.

No positioning guarantees.

Starting Bid: $17,018.00  
Value: $170,180.00  
Donated By: TIME Magazine  
www.time.com
**CATEGORY: 03 :: Online**

- **$25,000 online media on NickJr.com**
  - $25,000 of online media to run within NickJr's Playtime Section
  - Restrictions: Only parent-directed ads can run within this section, no kid-targeted media.
  - Starting Bid: $12,500.00
  - Value: $29,411.76
  - Donated By: Nickelodeon
  - www.nickjr.com

- **750k ThisOldHouse.com Medium Box Impressions**
  - This Old House is offering 750,000 impressions in the form of a Medium Box (300 x 250) to run ROS. This Old House reaches the active homeowner who comes to thisoldhouse.com for inspiration, information and instruction in order to plan, prepare and complete around the house projects.
  - Restrictions: Where applicable, must be incremental to existing business. Rates based on 2009 rate card and will be run on a space available basis.
  - Starting Bid: $2,363.00
  - Value: $15,750.00
  - Donated By: This Old House
  - www.thisoldhouse.com

- **ABN-Mullen/XM Ad Club Donation 500,000 RON Impressions**
  - RON Ad package on the ABN Network
  - Restrictions: RON positions chosen by ABN
  - Starting Bid: $1,500.00
  - Value: $10,000.00
  - Donated By: Automotive Brand Network
  - www.autobrand.net

- **Amazon.com ROS 728x90 ad units to run in Q1 and Q2 2009**
  - Adzinia has donated $10,000 of 728x90 ROS banners to run on Amazon.com to run in Q1 and Q2 of 2009. These normally have a $1.00 cpm...therefore it is 10,000,000 impressions.Amazon.com ROS 728x90 ad units to run in Q1 and Q2 2009. Ads to run at the discretion of Amazon.com. Flash up to v.8 accepted. Please see ad specs:
  - http://www.amazon.com/Advertising/b/?node=276257011
  - Restrictions: We do not accept Rich Media.
  - Starting Bid: $4,000.00
  - Value: $10,000.00
  - Donated By: Amazon.com
  - www.amazon.com

- **BostonHerald.com ROS 728X90 Ad Unit**
  - Visitors to BostonHerald.com are growing by leaps and bounds and so is the interactive component the site provides. We know what we are good at - providing very local information - and we allow people to stay in touch with what is going on in their own backyard. BostonHerald.com recently underwent an entire site redesign and is constantly evolving to further engage our audience and attract new visitors to the site by providing the best in LOCAL

Our donation to the Ad Club consists of 3,000,000 impressions, IAB Standard 728x90 Top Leaderboard to run over the course of 3 months at 1 million impressions per month valued at $25,000.

Please contact Rafal Lipowicz, Online Advertising Director at 617-619-6868 or rlipowicz@bostonherald.com for more information.

Restrictions:
Standard IAB size. No Rich Media. Subject to space availability and creative acceptance. Must run by July 2009 – 1 million impression per month for 3 months. Please see http://www.heraldmedia.com/heraldInteractive/specs.html for ad specs and submission details.

Starting Bid: $8,250.00
Value: $25,000.00
Donated By: BostonHerald.com

: CNNMoney.com run of site media

111,010 impressions in Run of Site 728x90's 111,000 impressions for Run of Site 336x280's Total media impressions to donate = 222,010 Net = $25,000 Gross = $28,750

Restrictions:
Inventory is subject to availability at the time of sale Must run by June 30, 2009. $25k over 3 months (choose 3 consecutive months to run)

Starting Bid: $12,000.00
Value: $28,750.00
Donated By: CNNMoney.com

: Electronic Arts RON Leaderboard

1 million leaderboards (728x90) valued at a $15 CPM on The EA Network (which is made up of Pogo.com, EA.com, EASportsWorld.com, & TheSims.com) includes 15.4 million monthly unique users and is split 45% male / 55% female. The RON placement also includes distribution in AOL Games, Yahoo Games and iVillage Games. The RON leaderboard spot is above the fold. Average time spent per user is 53 minutes per day.

Restrictions:
Leaderboard size is 728x90. Expandable size is 728x270. Package does not include incremental rich media serving fees.

Starting Bid: $7,000.00
Value: $15,000.00
Donated By: Electronic Arts

: Forbes.com - run of forbes

Forbes.com is the home page for the world's business leaders and No. 1 source for business news on the planet. Reaching over 35 million unique visitors per month world wide. We can zero in and target specific audiences and will guarantee the results! Forbes.com is certified and accredited by the MRC (Media Ratings Council) as one of a small handful of sites to have completed the impression counting, workflow auditing and campaign verification by the MRC & Ernst & Young. This significant accreditation demonstrates that Forbes.com has the most pristine ad serving delivery and reporting process on the Web. Our donation to the Ad Club consists of 500,000, IAB 336x280 large rectangle impressions to run over 60 days across Forbes.com (run of Forbes.com). The CPM is $50NET for a total cost of $25,000NET. Please contact Paul Reiss, New England Advertising Manager 617-266-0450 or preiss@forbes.net for more information.

Restrictions:
Current advertisers may not cancel their existing campaigns with Forbes.com this mist be incremental. No other restrictions apply.

Starting Bid: $10,000.00
Value: $60,000.00
Donated By: Forbes.com
**North of Boston Media Group Leaderboard Online Package**


Restrictions:
The value of this ad does not count toward a customer's contract fulfillment. Please see http://addesk.eagletribune.com for ad specs and submission details.

Starting Bid: $2,000.00
Value: $5,000.00
Donated By: North of Boston Media Group
www.nobmg.com

**TheStreet.com:** Online campaign to run throughout theStreet.com network.

Online campaign to run throughout TheStreet.com network.

Restrictions:
ROS Leaderboard and Box Ad inventory.

Starting Bid: $3,750.00
Value: $25,000.00
Donated By: TheStreet.com
www.TheStreet.com

**Platform A**

$25,000 media campaign ($10 CPM, 2,500,000 impressions) to be used on either AOL Sites or on the Advertising.com Network, or a combination of the two. Targeting options could include geo, demo, behavioral, lifestyle. This is an opportunity to test some of the most effective targeting tools available today. Program includes free creative services ($10,000 value). This includes consultation and production. Platform-A Creatives Services has a long track record of providing high performing creative.

Restrictions:
CPM based campaign.

Starting Bid: $15,000.00
Value: $35,000.00
Donated By: Platform A
www.platform-a.com

**Play-to-Win Sponsored Tournament**

"Play to Win" online tournaments are FREE, "skill-based" contests with prizes that specialize in the emotion of winning. The tournaments offer brand integration and are carefully designed to eliminate "luck-of-the-draw" elements in order to provide the player with a fair, fun and legal arena for competitive entertainment.

Restrictions:
National buys only.

Starting Bid: $22,500.00
Value: $50,000.00
Donated By: GSN - The Network for Games
www.gsn.com

**FastCompany.com**

Run of FastCompany 728x90 and 336x280 ads to run on the site for a two month period for a total of 700,000 impressions

Restrictions:
Rich media premiumsmust be paid by advertiser- 40k max file size

Starting Bid: $30,000.00
Value: $58,824.71
Donated By: Mansueto Digital
FastCompany.com
The Wall Street Journal Digital Network Package

The Wall Street Journal Digital Network is inclusive of wsj.com, barrons.com, marketwatch.com and bigcharts.com. This network reaches roughly 25 million unique visitors per month. The audience consists of business decision makers, affluent investors and influentials interested in business and financial news of the day, as well as business of life editorial that satisfies their sophisticated and affluent needs. The Wall Street Journal Digital Network Package (\$25K worth of RON inventory) will deliver roughly 1,250,000 impressions.

Restrictions:
The WSJDN must be bought as run of network, so no requests for wsj.com only, please.

Starting Bid: \$10,000.00
Value: \$25,000.00
Donated By: The Wall Street Journal Digital Network
www.wsj.com

You Tube Display Package

Be featured in distribution on the World's Leading Video destination. Over 300,000,000 Global unique users monthly... Winner will receive You Tube display inventory valued at 20,000 dollars. May include banners or video advertising.

Restrictions:
*May not be redeemed in conjunction with existing advertiser campaign. Will be targeted media for United States only. Valid through May 2009.

Starting Bid: \$8,000.00
Value: \$20,000.00
Donated By: Google, Inc.
www.youtube.com
: 250 DVD-R Duplication with Hi Res Label and Window Sleeve

DVD-R duplication of 250 discs with high resolution digital printed label. Packaged in Tyvek window sleeves. CD-R can be substituted for DVD-R at winner's request. Printing and packaging can be upgraded for the price differential.

Restrictions:
None. Standard terms and conditions apply.

Starting Bid: $172.00
Value: $1,150.00
Donated By: CD\Works
www.cdworks.com

: Advertising Copy Test

Online copytest among 200 consumers; stimuli to be provided to us (TV, radio, print, online or a combination); up to 3 ads (stimuli) evaluated; deliverable is a Powerpoint presentation and 1 in-person meeting; travel outside Boston to be billed to buyer if meeting requested.

Restrictions:
Current clients of Phoenix Marketing are excluded; study to be fielded among U.S. general population consumers (or if a more expensive to reach audience we will credit the advertiser toward the project cost $26,000); project to be completed by September 2009

Starting Bid: $3,900.00
Value: $26,000.00
Donated By: Phoenix Marketing International
www.phoenixmi.com/

: Animated Flash Presentation

Raka will design and animate a self-running 2 to 3 minute Flash presentation that will tell a visual story about your product or service. This piece can be set to music and include a voice over for an additional charge (see "Special Instructions" for details). We will begin by designing an interface for the piece, which will include an example treatment of content and imagery within the interface. After up to two rounds of revisions, Raka will animate the piece to the provided script and/or voice over, using animated imagery and text.

After up to two rounds of revisions to the animation, we will deliver the piece to launch to your website or put on a CD for distribution or play on a loop at a trade show.

For an example of the type of piece we're discussing (in a longer format, however), view the Nuance PDF Converter 5 piece we recently launched at www.betterpdf.com/flash/. Alternatively, you can visit our website at www.rakacreative.com to see examples of our work.

Restrictions:
Buyer will have to present the script as well as any brand elements, photography and/or renderings to be used in the piece. Raka can coordinate the voice over talent to record your script, but the recording and talent fees will be separate. Alternatively, the buyer can record their own voice over and supply it to Raka. Music will have to be licensed from a third-party at a separate fee, or provided by the client. If the total length of the finished animation exceeds 3 minutes, Raka will increase the budget based upon our hourly rate.

Cost Factors and Variables:
- Features not included in the description
- Additional rounds of design reviews or revisions
- Stock photography purchasing
- Dynamic administrative tools or databases
- Any 3D design, animation or production work

Starting Bid: $1,500.00    Donated By: RAKA
Value: $10,000.00    www.rakacreative.com

Invoke Solutions

: Better, Faster Brand and Communications Insights

We will use our industry leading Engage Open methodology to conduct a 45-minute interactive, online research session with 100 consumers that will provide you with qualitative and quantitative feedback about your brand, digital or traditional communications (up to 3 concepts), or a general market understanding. While the session is in the field we will lead a teleconference to get a first read of the findings and make any necessary changes to the questionnaire. The end deliverables are an interactive dashboard of all of your qualitative and quantitative data, automated PowerPoint, Excel and .pdf reports as well as a discussion of the findings and implications.

Invoke Engage was built specifically for the online environment and delivers higher quality insights than traditional methodologies in a shorter period of time (2-4 weeks.) Coupled with our agency and branding experience, Invoke is a perfect fit for agencies and their clients who need to effectively and efficiently use consumer insights to drive their marketing decisions.

Restrictions:
Current clients of Invoke Solutions are excluded; study to be fielded among U.S. general population consumers (40% incidence or higher.) If a harder to reach audience is desired, we will apply the cost towards a larger research project. The Engage Open session must run by the end of 2008.

Starting Bid: $3,975.00    Donated By: Invoke Solutions
Value: $26,500.00    www.invoke.com

BzzAgent Frogpond

: Online Word of Mouth Program

"Not Your Average Frog" - 6 week online word of mouth campaign in the BzzAgent Frogpond. Includes all production, 9 days of featuring, and extensive data analytics.

Restrictions:
*Applicable for new clients only
*Program must launch by 3/31/09
*BzzAgent reserves the right to choose specific Frog slot

Starting Bid: $1,500.00    Donated By: BzzAgent
Value: $10,000.00    www.bzzagent.com

451 Marketing

: The Ultimate Online Lead Generation Package

Have you ever imagined truly harnessing the power of the web to capture the highest possible number of leads or new business? Do you think Search Engine Optimization is the only way to generate leads through the web? Would you be interested in marketing your company through ways that show the highest quantifiable return for your investment in the shortest amount of time? Would you be interested in having an agency promote your company through Web 2.0 channels (qualified Blogs, viral videos, social networking sites, news sharing sites), and Search-Leveraged Public Relations (optimizing your news to get in front of more media and more potential customers on the web), as well as Search Engine Optimization?

Well, now you can...
451 Marketing is donating the following 3 month campaign:

• Search Engine Optimization Services (includes initial strategy and research as well as ongoing consultancy for 3 months)
• Search-Leveraged Public Relations (crafting 1-2 press releases per month with distribution through a web-based wire service)
• PR 2.0 (we will identify and post comments on your company’s behalf on relevant and highly
trafficked Blogs. We will also start online conversations on community forums and put together a social networking lead generation strategy that employs the power of existing social networking platforms.

• Online Video (our New Media Specialists will concept and repurpose existing royalty free video content to post on the web. We will identify the best ways to post your videos for search. We can also create new video content for a fee)

• Detailed Reporting of Your Lead Generation Program

451 Marketing (www.451marketing.com) - The Leader in New Media Communications – is one of the premier lead generation agencies in the country that utilizes cutting-edge communication techniques on the web. The firm’s areas of expertise include branding, public relations, SEO/PR (Search-Leveraged Public Relations), PR 2.0 (public relations through social media), advertising, and marketing. 451 Marketing’s experienced team takes a revenue-centered approach for all of their clients, developing out-of-the-box solutions that solve real business problems and broadcasting clients’ messages effectively to any audience or media outlet. 451’s experienced staff works to produce and implement unique and effective communications strategies that raise and bolster a client’s public profile, while simultaneously driving new leads and business.

Restrictions:
This package for services cannot be purchased by an agency.

Starting Bid: $ 9,000.00  
Value: $ 60,000.00  
Donated By: 451 Marketing  
www.451marketing.com

Word of Mouth Campaign

Conduct a campaign with up to 10,000 volunteer BzzAgents (can target regionally or demographically, depending on availability). Includes creative services, network access, campaign management, and full analytics report.

Restrictions:
* Applicable for new clients only

* Client will be responsible for all shipping/fulfillment costs (actual cost depends on size of campaign; $83,100 for a 10,000 Agent campaign)

* Campaign development must be completed by 3/31/09; Campaign must launch no later than 6/30/09

* BzzAgent reserves the right to choose specific campaign launch date

Starting Bid: $ 33,135.00  
Value: $ 220,900.00  
Donated By: BzzAgent  
www.bzzagent.com
10 million strong Polish American community in the United States

White Eagle Media is the leader in printed media serving the 10 million member Polish - American community in the United States. The White Eagle, since its launch in 2003, has grown to become the largest Polish newspaper published in North America delivering news to hundreds of communities from coast to coast and offering businesses unprecedented means of reaching one of the largest and most dynamic ethnic markets in the county.

- The White Eagle is the largest Polish language publication outside of Poland.
- The White Eagle is the only Polish language publication in the U.S. printed in local editions.
- The White Eagle has the largest geographical reach and highest circulation of all Polish media in North America.
- The White Eagle offers unprecedented means to reach the Polish-American market both on the local and national level.

The Polish-American community in the United States is one of the largest and most established ethnic groups in the country with its roots going back to the early settlements of Jamestown, Virginia in 1608 and continuing through today. The Polish community in the United States, estimated at 10 million, is the largest ethnic group from Eastern Europe and the third largest from Europe after Irish and Italians.

Restrictions:
Not to be used in Christmas or Easter issues.

Starting Bid: $3,750.00  
Value: $25,000.00  
Donated By: White Eagle Media, LLC  
www.whiteeaglenews.com

BBJ: Full Page Color Ad

The Boston Business Journal is the region’s leading source of business news, reaching more than 100,000 business executives each week.

The BBJ Specializes in reporting on the area’s growth companies and the people who are leading them, and pays close attention to the intersection of business and civic life and the philanthropic activities of the business community.

Restrictions:
Does not apply to any standing Frequency Contracts.

Starting Bid: $1,327.00  
Value: $8,850.00  
Donated By: Boston Business Journal  
bostonbusinessjournal.com

Boston Globe Media - Multimedia Campaign

Complete Boston Globe Media campaign including the following components:
- One Half-page color insertion in a daily edition of The Boston Globe
- One Half-page insertion in one issue of Fashion Boston
- One Full-page insertion in one issue of Lola magazine
- A $5,000 campaign on Boston.com (based on availability of inventory)

Restrictions:
Package must be purchased together, cannot be broken apart

Run dates across all properties must be within a 45-day window and can be used between purchase date and August 30, 2009.

Package cannot replace an existing schedule
**Boston Herald full page B/W ad**

The Boston Herald is the news source Bostonians go to for relevant, local coverage and is the most trusted newsgathering operation in the region. Day after day, readers pick up the newspaper knowing they'll find enterprising stories, filled with fresh details and interesting perspectives, written by a team of credible Herald reporters and columnists.

The Herald is offering one full page, B/W, ROP ad, which will reach over 680,000 daily readers. Please call Gwen Gage at 617-619-6261 for further details and to reserve space. Offer valid through July 2009.

Restrictions:
Space is subject to availability and must be reserved at least two weeks prior to desired run date.

**Full page donation**

We donate a full page in "El Planeta", a weekly newspaper with a distribution of 50,000 newspapers per edition.

Restrictions: No nudity, no adult content, no profanity, no multi-level marketing, no tobacco.

**Metro Back Page/Full Page Combo**

Winning bidder will receive BOTH a back page ad in Metro as well as a full page ad. A great way to make an impact for your company using Boston's #1 daily newspaper!

Restrictions:
The two ads must run on separate dates. Creative must arrive camera-ready (package does not include production/design services).

**National Half Page, 4C within our April 2009 Annual SBA Section**

Annually in April, City Business Journals offers a national insert, aligned with the SBA (Small Business Administration) and the National Small Business Week. This half page 4c will run within the supplement and appear in all 66 Business Journals in our network. Reaching 4.1 million.

Restrictions:
North Of Boston Media Group Full Page Four Color Ad

The North of Boston Media Group is offering a full-page, 4-color, ROP ad in our four North of Boston daily newspapers (The Eagle-Tribune, The Salem News, Gloucester Daily Times, The Daily News of Newburyport).

Restrictions:
The value of this ad does not count toward a customer's contract fulfillment. Please see http://addesk.eagletribune.com for ad specs and submission details.

Starting Bid: $2,410.95  
Value: $16,073.00  
Donated By: North of Boston Media Group  
www.nobmg.com

The Christian Science Monitor's combined print and online package

One (1) full-page, full color in The Christian Science Monitor's national edition & 100,000 impressions in CSMonitor.com's 300 x 250 above the fold ad unit on CSM's Homepage and and Run of Site.

Restrictions: Subject to space availability and copy acceptance

Starting Bid: $1,410.00  
Value: $9,400.00  
Donated By: The Christian Science Monitor  
www.csmonitor.com

USA TODAY Full Page b/w

USA TODAY Full Page b/w, Domestic Edition

Restrictions:
Add must be scheduled with day or section flexibility and is subject to availability.

All other standard terms and conditions listed in USA TODAY's 2008 Rate Card apply.

Ad must run before December 31, 2008

Starting Bid: $16,920.00  
Value: $112,800.00  
Donated By: USATODAY  
usatoday.com
**CATEGORY: 06 :: Out of Home**

**#10 Poster Showing for 8 weeks**

#10 Poster Package consists of 35 Poster Panels for a time frame of 8 weeks.

Restrictions:
Production of materials is not included.

Starting Bid: $ 9,975.00
Value: $ 66,500.00

Donated By: Clear Channel Outdoor
www.clearchanneloutdoor.com

**1 Month Flight on Lansdowne St WindowGain display**

1 spot in September, :10 of every minute on Lansdowne WindowGain Display

Restrictions:
None

Starting Bid: $ 975.00
Value: $ 6,500.00

Donated By: WindowGain, Inc.
www.windowgain.com/

**:30 National Cinema Spots**

:30 Cinema Spot

Segment 1 Placement (within 5 minutes of Trailers)

Any Off Peak Flight (Jan, Feb, March, April, Sept & Oct 2009)

83 Theatres - 831 Screens

2,258,084 Impressions

Valued at $56,452 Net

Restrictions:
Must run during an Off-Peak Cinema Flight - (Jan, Feb, March, April, Sep & Oct 2009)
Creative Must be Approved by Exhibitors
Production Not Included - $5,000 net

Starting Bid: $ 10,270.00
Value: $ 68,470.50

Donated By: Screenvision
www.screenvision.com

**Checkout TV at Shaws/Star Market & WalMart**

TVs are located at Checkout aisles in 97 Shaw's/Star Markets and 32 WalMart stores in the Boston DMA. Your ad has the potential to reach over 10 million adults. A 12-minute program includes best-of-breed content (including NBC Late Night, Food Network and others) and customized branded content including a regional events calendar. Advertising plays to an engaged audience with a 42% ad recall. A news/weather ticker runs across the bottom of the screen and a complementary, static side panel is produced by PRN. Winner receives a 4 week campaign to be aired between January 1, 2009 and June 30, 2009. Can be 1 :30 second or 2 :15 second ads per 12-minute loop. Winner has option to choose all or just certain stores.

Restrictions: Because our TVs cannot be turned off, turned down or channels changed and there
are children in line at times, Checkout TV is sensitive to ad content. No alcohol, gambling or "dark" messages will be allowed. Please note that there are restrictions on certain categories; and all content is subject to PRN broadcast Standards and Practices.

Starting Bid: $ 6,576.00  
Value: $ 43,840.00  
Donated By: Premier Retail Networks  
www.prn.com

**Cut Through the Clutter and Deliver Your Message to Hard-to-Reach Professionals**

Cut Through the Clutter and Deliver Your Message to Hard-to-Reach, Desirable, Focused Affluent Professionals While They’re at Work, on the Move, and Ready to Act

4 Week Campaign in Boston Network

Or week(s) equivalent of gross value in one of Captivate's other top 5 markets: NY, Chicago, LA, Dallas, San Francisco

Your 15-second full motion video ad will rotate four times per hour M-F 7a-7p. The ad can be produced in captivate studio for additional charge

Restrictions:
Based on inventory availability, the four weeks must be consecutive and placed between October 1, 2008 and June 30, 2009. Available for new clients or existing clients. Existing clients must use as additional media on top of existing commitment with Captivate.

Additional Option: Buyer can extend campaign directly with Captivate beyond the four weeks Boston or the $36,000 net equivalent in other market(s) listed above at the same rate bought at auction with a minimum of $50,000 net additional. This extension must be placed at same time auction media is placed with Captivate and at no other time. This would be a one-time opportunity for new clients and existing clients who would use this extension as additional media on top of existing commitment with Captivate.

Starting Bid: $ 5,457.75  
Value: $ 36,385.00  
Donated By: Captivate Network  
www.captivate.com

**Digital Smart Tops**

2 packages of 25% rotational share on 50 Digital Smart Tops in Boston for 8 weeks. Rate card value $45,000 each.

Restrictions: Clear Channel Taxi Media reserves the right to withhold Auction inventory from current clients. Will be judged on a case-by-case basis.

Starting Bid: $ 1,350.00  
Value: $ 90,000.00  
Donated By: Clear Channel Taxi Media  
clearchanneltaximedia.com

**Exterior Bus Advertising- #25 GRP**

Either 75 king Size Bus posters w/ Downtown coverage or 150 Queen size bust posters- general market coverage on MBTA buses.

Restrictions:
Excludes months of March, August, Sept, October. No tobacco adv.. Copy must meet standard approvals that the MBTA has set forth. Can not replace or substitute an existing contract.

Starting Bid: $ 10,785.00  
Value: $ 71,904.00  
Donated By: Titan Outdoor  
www.titanoutdoor.com

**Mass Pike Springfield Bulletins**

(2) 4-week periods on one of CBS Outdoor's Mass Pike Springfield Bulletins. Attached please find example photosheet of a Springfield bulletin.
Restrictions: Must pay for vinyl installation - $490.00

Starting Bid: $1,729.00  
Value: $11,529.70  
Donated By: CBS Outdoor  
www.cbsoutdoor.com

: One turn of RSA Media unit #3 for one month

One turn of RSA Media tri-vision unit #3 for one month in 2009 (based on availability).

Location is Rt 128 in Braintree

Contribution is for space only.

Restrictions:
Production charges (estimated at $1,200) and posting charges ($750) are the responsibility of the winning bidder. Cannot be current or past advertiser of RSA Media.

Starting Bid: $1,800.00  
Value: $12,000.00  
Donated By: RSA Media, Inc.  
www.rsamedia.com/home/default.asp

: Two 30-Sheet Mobile Billboard Trucks

The exclusive use, for 5 consecutive days each, of two 30-sheet mobile billboard trucks operating within a 100 mile radius (except on Martha's Vineyard, Nantucket and other islands) of the Ad Club office in Boston!

Restrictions:
The trucks may be operated during the same or different weeks, and are subject to availability. May not be used as a replacement for, or an extension of, campaigns previously booked by Guerrilla Billboards. The campaign(s) must be completed by 3/31/09. Production is not included.

Starting Bid: $1,500.00  
Value: $10,000.00  
Donated By: Guerrilla Billboards  
www.guerrillabillboards.com/

: Two Months of :30 Second TV Spots with Boston Rolling Video

Want to take your advertising to the next level?

Boston Rolling Video is donating a :30 second spot on their state-of-the art Video Truck every night during the schedule negotiated

Your spot will run 10 times per hour for a total of 60 to 70 times per night over 58 days.

Restrictions:
Applicable between January and June 2009. Schedule will be negotiated by availability. Does not cover production costs. Advertiser must provide loopable CD or DVD to be played on truck. BRV is not responsible for days lost due to inclement weather, truck repair, or other unforeseen issues.

Starting Bid: $2,610.00  
Value: $17,400.00  
Donated By: Boston Rolling Video  
www.bostonrollingvideo.com

: Video at the Pump in Boston

GSTV delivers high quality video content from CBS News, CBS Entertainment, ESPN and local weather, on 20 inch LCD screens at each pump and inside the C-store. GSTV has national distribution and is measured by Nielsen

Bidding for a :15 video spot (sight sound and motion) throughout the Boston DMA for a 2 week flight. 500,000 impressions at the pump, and 175,000 in C-Store.

Restrictions:
Must run in 2008. 2 weeks must be consecutive weeks.
Starting Bid: $1,834.00
Value: $12,228.00

Donated By: Gas Station TV
www.gstv.com
: 20 announcements M-SU 10A-8P
Support the ad club and show your commitment to independent journalism on public broadcasting all in one package. Your winning bid will put you on Boston’s #2 station in drive time.

Restrictions:
The only restriction is that current investors of wbur can not reduce their annual support by using this package. WBUR

Packages can not be combined and that current clients can not spend less than the prior year or less than any pending contracts.

Starting Bid: $ 750.00   
Value:               $ 5,000.00
Donated By: WBUR  
www.wbur.org

: 20 announcements M-SU 10A-8P @ $250. Total value $5,000
Support the ad club and show your commitment to independent journalism on public broadcasting all in one package. Your winning bid will put you on Boston’s #2 station in drive time.

Restrictions:
The only restriction is that current investors of wbur can not reduce their annual support by using this package. WBUR

Packages can not be combined and that current clients can not spend less than the prior year or less than any pending contracts.

Starting Bid: $ 750.00   
Value:               $ 5,000.00
Donated By: WBUR  
www.wbur.org

: American Urban Radio Networks... Network Radio Inventory
American Urban Radio Networks ("AURN") has agreed to donate $25,000 worth of network radio commercial spots. The length of the spots will :30. A $5,000 CPP will be use to determine value and will be based upon a rating for A18-54. The commercials will air on AURN’s Renaissance and STRZ Weekend Entertainment networks.

Network guarantees 5.0 GRPs, A25-54

Restrictions:
60 day notice required. Based upon availability.

Starting Bid: $10,000.00   
Value:               $25,000.00
Donated By: American Urban Radio Networks
www.aurn.com/

: JAM’N 94.5 Media Package
$10,000 ad schedule of :30 commercials. This is a total of 40 spots valued at $250 each, running M-Su, 6a-12m.

Restrictions:
Weeks of use are based on availability.
Starting Bid: $1,500.00  
Value: $10,000.00  
Donated By: Clear Channel Radio / JAM’N  
www.jamn945.com

- **Kiss 108 :30 Second Spot Schedule**

  25x :30 second spots  
  Monday-Sunday  
  6a-12m  
  $400 each

  Restrictions:  
  Subject to availability

Starting Bid: $1,500.00  
Value: $10,000.00  
Donated By: Clear Channel Radio/WXKS-FM (Kiss 108)  
www.kiss108.com

- **Metro Networks Radio Traffic Report Sponsorship Package**

  Reach commuters and radio listeners while they are paying attention! $25,000 package of Metro Networks’ patented Radio Traffic Report Sponsorships. Billboard and :10-:15 sponsorship message is read live by our trusted traffic reporters on top radio stations.

  $25,000 package can be applied in any of Metro Networks’ 120+ US markets.

  Restrictions:  
  Subject to availability. Expires 9/1/09.

Starting Bid: $3,750.00  
Value: $25,000.00  
Donated By: Metro Networks, a Westwood One Company  
www.westwoodone.com

- **Network Radio through Dial Global**

  Various syndicated networks across all dayparts, Monday - Sunday, 5a - 12m

  Network guarantees 5.0 GRPs, A25-54

  Restrictions:  
  TBD based on properties utilized. Inventory will likely run in 1st quarter 2009.

Starting Bid: $10,000.00  
Value: $25,000.00  
Donated By: Dial Global  
www.dial-global.com

- **Premiere Network Radio Advertising Inventory**

  Ad exposure within a variety of demographic product lines (i.e. syndicated music, talk, sports personalities) on a national platform. 5 GRPs

  Network guarantees 5.0 GRPs, A25-54

  Restrictions:  
  Q1 2009. Product Line at discretion of Premiere Radio Networks. Inventory subject to availability at time of placement.

Starting Bid: $10,000.00  
Value: $25,000.00  
Donated By: Premiere Radio Network  
www.premiereradio.com/
ROS Inventory on the ABC Radio Network/Syndicated Programs

Reach active radio listeners/consumers nationally 24/7 on the ABC Radio Networks. This package will yield 5.0 GRP's against an Adult 25-54 demo.

30 second commercials preferred

Total Gross value: $25,000.00

Network guarantees 5.0 GRPs, A25-54

Restrictions:
Inventory is subject to availability and will expire on 9/27/09. Dayparts will be scheduled based on availability.

Starting Bid: $10,000.00  
Donated By: ABC Radio Networks
Value: $25,000.00  
www.abcradionetworks.com

WAAF Spot Schedule

One Week 30 :60 second spots Mon-Fri 5:30A-10A 5x Mon-Fri 10A-3P 5x Mon-Fri 3P-8P 5x Mon-Fri 8P-12A 5x Sat-Sun 6a-12m 10x

Restrictions:
Expires 6/30/09

Starting Bid: $1,275.00  
Donated By: Entercom
Value: $8,500.00  
www.waaf.com

WBCN Media Package

One week schedule – 25 :60 second spots, 5A – 8P Mon – Fri

Restrictions:
NA

Starting Bid: $1,125.00  
Donated By: CBS Radio
Value: $7,500.00  
www.cbsradio.com

WBMX Media Package

Participation in Snowbreak Tour Ski Program

Week long accommodations for two (2) at a New England Mountain including lift tickets

18 spots :10 second spots to air on one chosen day, one spot per hour, every hour from 6A – 12M

Participation in Ice Cream Truck Program

Provide an ice cream social in your neighborhood for up to 500 people with music and additional prizes

18 spots :10 second spots to air on one chosen day, one spot per hour, every hour from 6A – 12M

Restrictions:
NA

Starting Bid: $1,500.00  
Donated By: CBS Radio
Value: $10,000.00  
www.cbsradio.com
**WBOS Schedule**

30 spots: 60 second spots, 6a-12m Mon-Sunday. Best Times Available. Leaderboard ad on WBOS website. RDS display for one week.

Restrictions:
Subject to availability. Best times available.

Starting Bid: **$1,125.00**  
Value: **$7,500.00**  
Donated By: Greater Media Boston

**WBZ Media Package**

20: 60 second spots per week for two (2) weeks to run in January, 6A – 12M, Mon – Sun.

Best Times Available.

Restrictions:  
NA

Starting Bid: **$2,000.00**  
Value: **$20,000.00**  
Donated By: CBS Radio

**WEEI Spot Schedule**

One Week 20: 60 second spots Mon-Sun 6a-12a

Restrictions:
Expires 6/30/09; No existing clients.

Starting Bid: **$1,200.00**  
Value: **$12,000.00**  
Donated By: Entercom

**Westwood One Network Radio Programming 2009**

National Radio Programming valued at $25,000 (gross) to run in 2009 (subject to availability). Programming to include News, Talk, Sports, and/or Entertainment Formats in the form of :10 sec, :30 sec, or :60 sec commercial spots.

Network guarantees 5.0 GRPs, A25-54

Restrictions:
Eight (8) - week lead time requested to schedule spots. Offer expires 12/1/09. All copy and placement of spots is subject to final approval and availability. Rates and number of spots will vary according to available inventory. Buyer cannot specify a daypart but they will not be restricted from any daypart either if inventory is available.

Starting Bid: **$10,000.00**  
Value: **$25,000.00**  
Donated By: Westwood One

**WKLB Schedule**

30 spots: 60 second spots, 6a-12m Mon-Sunday. Best Times Available. Leaderboard ad on WKLB website. RDS display for one week.

Restrictions:
Subject to availability. Best times available.

Starting Bid: **$1,275.00**  
Value: **$8,500.00**  
Donated By: Greater Media Boston

Greatermedia.com
WMJX Schedule
20 spots :60 second spots, 6a-12m Mon-Sunday, Best Times Available Leaderboard ad on WMJX website RDS display for one week

Restrictions:
Subject to availability. Best times available.

Starting Bid: $ 2,025.00  
Value: $ 13,500.00

Donated By: Greater Media Boston
Greatermedia.com

WMKK Spot Schedule
One Week 15 :60 second spots Monday-Sunday 5a-1a

Restrictions:
Expires 6/30/09; 9a-12noon, M-F is commercial free; Month of November is restricted

Starting Bid: $ 787.00  
Value: $ 5,250.00

Donated By: Entercom
www.937mikefm.com

WODS Media Package
25 :60 second spots to air 6A – 12M, Mon – Sun

Best Times Available

Restrictions:
NA

Starting Bid: $ 1,125.00  
Value: $ 7,500.00

Donated By: CBS Radio
www.cbsradio.com

WRKO spot schedule
One Week 20 :60 second spots Mon-Sun 6AM-12Mid

Restrictions:
Expires 6/30/09

Starting Bid: $ 900.00  
Value: $ 6,000.00

Donated By: Entercom
www.wrko.com

WROR Schedule
30 spots :60 second spots, 6a-12m Monday-Sunday, Best Times Available Leaderboard ad on WROR website for two weeks RDS display for one week

Restrictions:
Subject to availability. Best times available.

Starting Bid: $ 1,275.00  
Value: $ 8,500.00

Donated By: Greater Media Boston
Greatermedia.com

WTKK Schedule
WTKK 30 spots :60 second spots, 6a-12m Mon-Fri Leaderboard ad on WTKK website RDS display for one week

Restrictions:
Subject to availability. Best times available.
**WZLX Media Package**

Participation in Finish Line Festival – A free festival the day of Marathon Monday

- 10’ x 10’ exhibit tent at the Finish Line Festival to showcase, sell or sample products
- 12 60 second spots to air during the month of April, 12 additional spots to air on WZLX.com’s streaming broadcast during the same time period
- Inclusion in 10 promotional announcements beginning three weeks prior to the festival
- 4 tickets to the Finish Line Festival Hospitality Tent overlooking the Festival site which includes food and beverage for a minimum of 3 hours
- Inclusion on the Finish Line Festival portion of WZLX.com for one month leading up to the event

Restrictions:
NA

**Starting Bid:** $1,500.00  
**Value:** $10,000.00  
**Donated By:** CBS Radio  
www.cbsradio.com