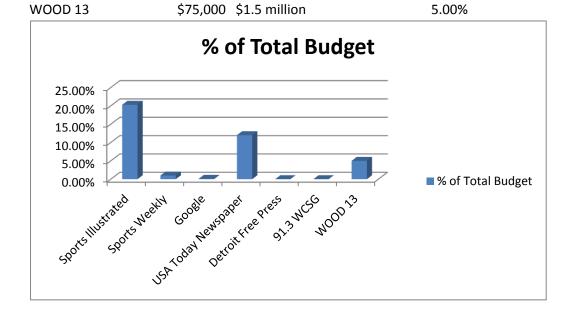
Northern Lights

Advertising Budget			
Advertiser	Price	Budget Amount	% of Total Budget
Sports Illustrated	\$305,000	\$1.5 million	20.30%
Sports Weekly	\$15,000	\$1.5 million	1.00%
Google	\$1,000	\$1.5 million	0.10%
USA Today Newspape	180,000	\$1.5 million	12.00%
Detroit Free Press	\$725	\$1.5 million	0.00%

\$450 \$1.5 million

91.3 WCSG



0.00%