

PROVEN WINNERS 2011 RADIO CAMPAIGN



WSB-FM Atlanta

Campaign dates: Weeks of: 3/28, 4/4, 4/11, 4/18, 4/25, 5/2
Length of campaign: 6 weeks
Number of commercials: 182 spots total
Week of 3/28 - 32 spots total
Weeks 4/4 through 5/2 - 30 spots per week, 150 spots total
Website: <http://www.b985.com/news/entertainment/personalities/jordan-graye/ncP4/>

Endorsement Spots and Gardening Promotion:

All spots in the above schedule will be endorsements done by Jordan Graye promoting Proven Winners and the gardening promotion for Proven Winners.

In addition to the endorsement spot schedule outline above Proven Winners will also have a gardening promotion that will take place for the 6 week duration of the radio schedule. During the promotion Proven Winner will provide WSB-FM with the plants needed for Jordan Graye to plant a garden at her personal home. While she plants the garden she will take photos and blog of the progress of her gardening over the 6 weeks and post them on the WSB website for viewers to observe.

The WSB website will also have the Proven Winners logo, a link to their website and various gardening tips throughout the promotion that will help viewers with their Proven Winners gardens.



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

98.5 WSB-FM

Atlanta, GA

| Date | 300x250 Banner Ad | 728x90 Banner Ad |
|-------|----------------------------------|----------------------------------|
| 03/28 | Supertunia® Vista Bubblegum | Snow Princess® |
| 04/04 | Supertunia® Pretty Much Picasso® | Diamond Frost® |
| 04/11 | Invincibelle® Spirit | The Gardener's Idea Book |
| 04/18 | Snow Princess® | Supertunia® Vista Bubblegum |
| 04/25 | Diamond Frost® | Supertunia® Pretty Much Picasso® |
| 05/02 | The Gardener's Idea Book | Bloomerang® |

The below varieties will be featured online and mentioned on-air during the campaign.



300x250 shown at 50%



728x90 shown at 50%