PROVEN WINNERS 2011 RADIO CAMPAIGN

103.7 lite fm
today's refreshing lite rock

PW
PROVEN WINNERS®
The #1 Plant Brand.®

KVIL-FM   Dallas

Campaign dates: Weeks of: 3/14, 3/21, 3/28, 4/4, 4/11, 4/18
Length of campaign: 6 weeks
Number of commercials: 27 spots per week, 162 spots total

Endorsement Spots and Gardening Promotion:
All spots in the above schedule will be endorsements done by Leigh Ann Adams promoting Proven Winners and the gardening promotion for Proven Winners.

In addition to the endorsement spot schedule outlined 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 Winners will provide KVIL-FM with the plants needed for Leigh Ann 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 KVIL website for viewers to observe.

Online:
• The KVIL 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.
• Rotating banner ads (6 weeks) throughout 1037litefm.com
• Customized photo gallery of Leigh Ann's page promoting the gardening campaign.

Eblasts:
Inclusion in 2 Eblasts promoting Proven Winners with logo and link to Proven Winners webpage. The eblast goes out to 100,000+ listeners every Tuesday.

Blogging:
Blogging by Leigh Ann including garden photos.

PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

103.7 KVIL-FM   Dallas, TX

Date	300x250 Banner Ad	300x600 Banner Ad
03/14	Supertunia® Vista Bubblegum	Snow Princess®
03/21	Supertunia® Pretty Much Picasso®	Diamond Frost®
03/28	Incrediball®	The Gardener's Idea Book
04/04	Snow Princess®	Supertunia® Vista Bubblegum
04/11	Diamond Frost®	Supertunia® Pretty Much Picasso®
04/18	The Gardener's Idea Book	Invincibelle® Spirit

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

Supertunia® Vista Bubblegum
Find it in the white container.

300x250 shown at 50%

Snow Princess®
Find it in the white container.

300x600 shown at 50%