PROVEN WINNERS 2011 RADIO CAMPAIGN





KVIL-FM Da

Dallas

Campaign dates:Weeks of: 3/14, 3/21, 3/28, 4/4, 4/11, 4/18Length of campaign:6 weeksNumber 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

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

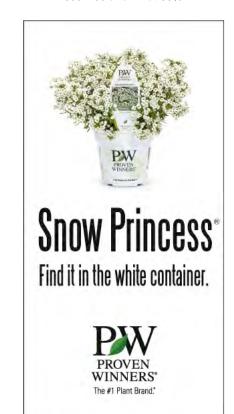
300x600 Banner Ad

Snow Princess® Diamond Frost® The Gardener's Idea Book Supertunia® Vista Bubblegum Supertunia® Pretty Much Picasso® Invincibelle® Spirit



Dallas, **TX**

300x250 shown at 50%



300x600 shown at 50%

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













