

# PROVEN WINNERS 2011 RADIO CAMPAIGN



## CISN-FM Edmonton

Campaign dates: Weeks of: 5/9, 5/16, 5/23, 5/30, 6/6, 6/13, 6/20, 6/27  
Length of campaign: 8 weeks  
Number of commercials: 46 spots per week, 368 spots total

### Endorsement Spots and Gardening Promotion:

All spots in the above schedule will be endorsements done by Mike McGuire 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 8 week duration of the radio schedule. During the promotion Proven Winners will provide CISN-FM with the plants needed for Mike McGuire's garden renovation. While he plants the garden outside the studio, he will take photos of the progress of his gardening over the 8 weeks and post them on the CISN-FM Custom Webpage along with a brief blog and post a link to his Facebook page. The CISN 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.

**Custom Webpage:** A custom webpage "Mike McGuire's Winning Garden" will be developed for the Proven Winners campaign where Mike McGuire will post photos and blog about his gardening experiences with Proven Winners plants at least once a week for 8 weeks. A link will be added to the page where listeners can click to ask Mike questions about his garden or for more information and tips in which a contact with Proven Winners will provide assistance with answers. Links to the rewards club trivia page and to ProvenWinners.com for more information will be included on the webpage.

### Interactive Garden Trivia

- Text & button on the custom webpage will direct listeners to participate in the weekly trivia contest on CISN Rewards Club for a chance to win a weekly prize of \$50 Proven Winners gift certificate.
- 5/9-6/4 CISN will feature 8 different trivia questions (provided by Proven Winners) that listeners can find the answer to on the Proven Winners website for a weekly prize.
- Proven Winners will supply 8 x \$50 Weekly Trivia Gift Certificate Prizes= \$400 total
- Proven Winners will supply 2 x \$50 Gift Certificates for on-air giveaways on Mike McGuire's Show = \$100 total
- CISN-FM will provide proof of custom page for approval & campaign metrics at the midway point and end of campaign

### Promotional Support:

- **E-Newsletter Inclusion:** 1 Skyscraper inclusion in the 5/10 CISIN Rewards eNewsletter. 2 Content inclusions in the 5/17 & 5/31 eNewsletter.
- **On-Air Promos:** May 9 - 23, 2011- Proven Winners name mention in 58 x 15 second on air promos while the page is live on [cisnfm.com](http://cisnfm.com)
- **Web Promos:** May 9- July 4, 2011- Proven Winners name mention in 77 x 15 second on air web promos while the page is live on [cisnfm.com](http://cisnfm.com)
- **Run of the Site Ad Units:** Guaranteed minimum of 7,500 impressions per week, 60,000 over 8 weeks.



# PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

**103.9 CISN-FM**

**Edmonton, AB**

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

