

PROVEN WINNERS 2011 RADIO CAMPAIGN



WRCH-FM Hartford

Campaign dates: Weeks of: 4/18, 4/25, 5/2, 5/9, 5/16, 5/23, 5/30, 6/6
Length of campaign: 8 weeks
Number of commercials: 139 spots total
Weeks of: 4/18, 4/25, 5/2, 5/9, 5/16, 5/23, 5/30 - 13 spots per week, 91 spots total
Week of: 6/6 - 8 spots total
Weeks of: 4/18, 4/25, 5/2, 5/9, 5/16, 5/23, 5/30, 6/6 - Streaming 5 spots per week, 40 spots total

Endorsement Spots and Gardening Promotion:

All spots in the above schedule will be endorsements done by Allan Camp 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 Winner will provide WRCH-FM with the plants needed for Allan Camp to plant a garden at his personal home. While he plants the garden he will take photos of the progress of his gardening over the 8 weeks and post them on the WRCH website for viewers to observe.

The WRCH 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.

Interactive Deliverables:

- ROS Banner Ads-7 weeks x 20,000 impressions + 1 week x 5,000 impressions (300x250; 728x90; 300x600)
- Allan will blog a minimum of once per week about the gardening campaign.
- WRCH will create a mini photo album which will link to the following: Allan's Personal Facebook page; Fansite; Website-Photo Gallery; Link to Proven Winners website.
- Featured Link on Contest Page. Loyal listeners will receive 100 points for visiting the Proven Winners website. WRCH will also post (4) \$50 Proven Winners gift cards (one every 2 weeks) + Proven Winners gardening Idea Books on Loyal Listeners Rewards Page.



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

100.5 WRCH-FM

Date	300x250 Banner Ad	728x90 Banner Ad
04/18	Supertunia® Vista Bubblegum	Snow Princess®
04/25	Supertunia® Pretty Much Picasso®	Invincibelle® Spirit
05/02	Supertunia® Pretty Much Picasso®	Diamond Frost®
05/09	Snow Princess®	The Gardeners Idea Book
05/16	Invincibelle® Spirit	Supertunia® Vista Bubblegum
05/23	Diamond Frost®	Supertunia® Pretty Much Picasso®
05/30	The Gardeners Idea Book	Incrediball®
06/06	Incrediball®	Supertunia® Pretty Much Picasso®

Hartford, CT

300x600 Banner Ad
Superbells® Coralberry Punch
Supertunia® Vista Bubblegum
Invincibelle® Spirit
Supertunia® Pretty Much Picasso®
The Gardener's Idea Book
Snow Princess®
Diamond Frost®
Bloomerang®

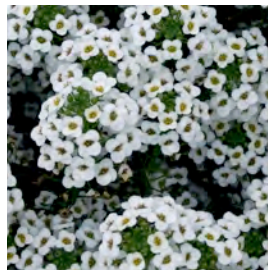


728x90 shown at 50%



300x250 shown at 50%

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



300x600 shown at 50%