

# PROVEN WINNERS 2011 RADIO CAMPAIGN



## KODA-FM Houston

Campaign dates: Weeks of: 3/14, 3/21, 3/28, 4/4, 4/11, 4/18  
Length of campaign: 6 weeks  
Number of commercials: 42 spots per week, 252 spots total

### Endorsement Spots and Gardening Promotion:

All spots in the above schedule will be endorsements done by Dana Tyson 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 KODA-FM with the plants needed for Dana to plant a garden at her personal home. While she plants the garden, she will take photos and blog of the progress of their gardening over the 6 weeks and post them on the KODA website for viewers to observe.

### Online:

The KODA 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.

Streaming Commercials on [www.sunny99.com](http://www.sunny99.com) with a companion banner ad (300x250).

Banner ads on [sunny99.com](http://sunny99.com). Banner ads will rotate in the following positions: 728x90, 234x60, 300x250

### Blogging:

Blogging by Dana including garden photos.



# PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

## 99.1 KODA-FM

Date	300x250 Banner Ad	728x90 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

## Houston, TX

234x60 Banner Ad
Superbells® Coralberry Punch
Supertunia® Vista Bubblegum
Supertunia® Pretty Much Picasso®
The Gardener's Idea Book
Snow Princess®
Diamond Frost®

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



300x250 shown at 50%



300x600 shown at 50%