

PROVEN WINNERS 2011 RADIO CAMPAIGN



KOST-FM Los Angeles

Campaign dates: Weeks of: 3/14, 3/21, 3/28, 4/4, 4/11, 4/18, 4/25, 5/2
Length of campaign: 8 weeks
Number of commercials: 15 spots per week, 120 spots total
Website: <http://www.kost1035.com/pages/mommyblog.html>

Endorsement Spots and Gardening Promotion: The above schedule will include live endorsements of Proven Winners by Kristin Cruz during the morning drive.

On-air: Kristin Cruz will be planting a garden at her home in Los Angeles with Proven Winners plants. Her experience will be recorded via pictures and on-air explanations over the 8 week schedule. Listeners will also have the opportunity to view the Proven Winners garden on Kristin's personal site through pictures and blogs.

Adlets: Promotional adlets driving listeners to kost.com keyword "flowers" which will then link to the Proven Winners website where they can purchase product directly.

"I Know That" Contest: Kristin and Mark's "I know That" morning show contest. Kristin and Mark play an audio clip and have listeners call in to guess what it is of. Winner scores a \$100 Proven Winners gift card which they can use towards purchasing Proven Winners products. The contest will run 1x each month during the March, April and May months.

Online: Customized portal on Kristin's personality page for the entire campaign. This portal will include pictures from Kristin's garden, gardening tips, Proven Winner's videos, forward to a friend, link to Proven Winners' website and database opt-in.

Steaming Online: In addition to the streaming ads spelled out above, Proven Winners will also receive a companion banner during the 30 sec which the users can click on and link to the PW website. (Size: 300x250)

E-newsletter: Inclusion in 1 KOST VIP newsletter/eblast each month, March, April, May. VIP's will have a chance to use their points to score a \$100 Proven Winners gift card each newsletter. Prize page will have a link to custom portal or provenwinners.com.



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

103.5 KOST-FM

Los Angeles, CA

Date	300x250 Banner Ad
03/14	Supertunia® Vista Bubblegum
03/21	Supertunia® Pretty Much Picasso®
03/28	Supertunia® Coralberry Punch
04/04	Snow Princess®
04/11	Invincibelle® Spirit
04/18	Diamond Frost®
04/25	The Gardener's Idea Book
05/02	Incrediball®

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



300x250 shown at 75%

