

PROVEN WINNERS 2011 RADIO CAMPAIGN



KSTP-FM Minneapolis

Campaign dates: Weeks of: 5/2, 5/9, 5/16, 5/23, 5/30, 6/6, 6/13
Length of campaign: 7 weeks
Number of commercials: 358 spots total
Weeks of 5/2 and 5/9: 54 spots per week, 108 spots total
Weeks of 5/16, 5/23, 5/30, 6/6, 6/13: 50 spots per week, 250 spots total



Website:

All spots in the above schedule will be endorsements done by Staci Matthews 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 5 week duration of the radio schedule. During the promotion Proven Winner will provide KSTP-FM with the plants needed for Staci Matthews to plant a garden at her personal home. While she plants the garden she will take photos of the progress of her gardening over the 5 weeks and post them on the KSTP website for viewers to observe. The KSTP 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:

- Custom Proven Winners Micro site featuring Staci's Proven Winners' Garden. The site will have Staci's blog, photo gallery, "Ask Proven Winners", Video, event listings and more. The site will also be the host for a contest with a Grand Prize of \$250. In order to be entered in a drawing for the grand prize KSTP will ask listeners tips or travails from their citizen gardeners and one winner will be selected by a random drawing.
- "Smarter Than Staci"-Week of May 9th (M-F Daily Contest)-Each day Staci takes on a listener to see who's smarter. Moon asks five questions-if Staci gets more correct, they take caller 9 for the daily prize. If the contestant gets more correct, he/she wins the daily prize. Daily prize is a \$50 Proven Winners Certificate. (5) total gift cards of \$50 each
- Inclusion in two email e-deals-weeks of May 9 and 23rd. Edeals is an opt-in shoppers email blast sent every Monday.
- Inclusion in one elert on May 3rd. Elert is the KS95 Monthly newsletter to over 63,000 opt-in members. This is sent once a month.
- **Digital Interactive:**
 - Display ad on the KS95 Home page, Moon & Staci page and activities content on Momsource, a new parenting resource.
 - Home Page-Skyscraper 160X600
 - Moon & Staci Page Leader Board 728X90
 - Loyal Listener Club Skyscraper 120X600
 - Streaming Spots-100 online spots and keyword

Retail Appearances: (2) Two hour appearances onsite at a location of Proven Winners' choice. Talent fee included and supported by 10 live liners and 20 online promos as well as event listings.

Susan G Komen Race for the Cure: On Mother's Day (May 8th) KS95 will be an official partner in the charity event. Team Moon & Staci will be leading a team of 1500 members. Proven Winners will receive the following with participation:

- Inclusion of Team Moon & Staci on PW Microsite

- Option to include Proven Beauty magazine (or other collateral of choice) in the Team Gift Bags.
- Inclusion on signage.
- Opportunity to provide Proven Winners plants for the Team Rally.



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

94.5 KSTP-FM

Minneapolis, MN

Date	160x600 Banner Ad	728x90 Banner Ad	120x600 Banner Ad
05/02	Supertunia® Vista Bubblegum	Snow Princess®	Bloomerang®
05/09	Snow Princess®	Invincibelle® Spirit	Supertunia® Vista Bubblegum
05/16	Supertunia® Pretty Much Picasso®	Diamond Frost®	Invincibelle® Spirit
05/23	Invincibelle® Spirit	The Gardener's Idea Book	Supertunia® Pretty Much Picasso®
05/30	Diamond Frost®	Supertunia® Vista Bubblegum	Snow Princess®
06/06	Incrediball®	Supertunia® Pretty Much Picasso®	The Gardener's Idea Book
06/13	The Gardener's Idea Book	Incrediball®	Diamond Frost®



728x90 shown at 50%

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



160x600 shown at 50%