

PROVEN WINNERS 2011 RADIO CAMPAIGN



106.7 WLTW-FM New York

Campaign dates: Weeks of: 4/11, 4/18, 4/25, 5/2, 5/9, 5/16, 5/23
Length of campaign: 7 weeks
Number of commercials: 21 spots per week, 147 spots total

Endorsement Spots and Gardening Promotion:

All spots in the above schedule will be endorsements done by Helen Little 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 7 week duration of the radio schedule. During the promotion Proven Winner will provide WLTW-FM with the plants needed for Helen Little 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 7 weeks and post them on the WLTW website for viewers to observe. The WLTW 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.

Online: Scratch and Win: 200,000 banner impressions over the 7 weeks will be served up for listeners to play the scratch and win banner games. Listeners will be playing to win a \$250 gift card for Proven Winners.

Online Streaming: Mon-Fri 9a-6p (x25/week-175 total) :30 spots will run on the WLTW website. A banner ad will also accompany the streaming spots. (300x250)

Pictures of Helen's garden will be posted on her personality page as well as her facebook and twitter.

Rewards and Featured Link: Listeners will fill out a brief Proven Winners survey in order to acquire rewards points. The participants information will be collected to build a database. Listeners will click on a featured link to acquire rewards points.



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

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New York, NY

Date	300x250 Banner Ad
04/11	Supertunia® Vista Bubblegum
04/18	Supertunia® Pretty Much Picasso®
04/25	Bloomerang®
05/02	Snow Princess®
05/09	Diamond Frost®
05/16	The Gardener's Idea Book
05/23	Invincibelle® Spirit



300x250 shown at 75%

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

