

PROVEN WINNERS 2011 RADIO CAMPAIGN



WBEB-FM Philadelphia

Campaign dates: Weeks of : 4/4, 4/11, 4/18, 4/25, 5/2, 5/9
Length of campaign: 6 weeks
Number of commercials: 25 spots per week, 150 spots total

Endorsement Spots and Gardening Promotion: All spots in the above schedule will be endorsements done by Tiffany Hill 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 6 week duration of the radio schedule. During the promotion Proven Winner will provide WBEB-FM with the plants needed for Tiffany to plant a garden at her personal home. While she plants the garden she will take photos and blog of the progress of her gardening over the 6 weeks and post them on the WBEB website for viewers to observe.

The WBEB 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.

Custom Splash Page: WBEB will provide Proven Winners with a customized splash page on the B101 website over the 6 week period. B101 will provide Proven Winners with a stationary link to this webpage from the "What's the Buzz" page on their website.

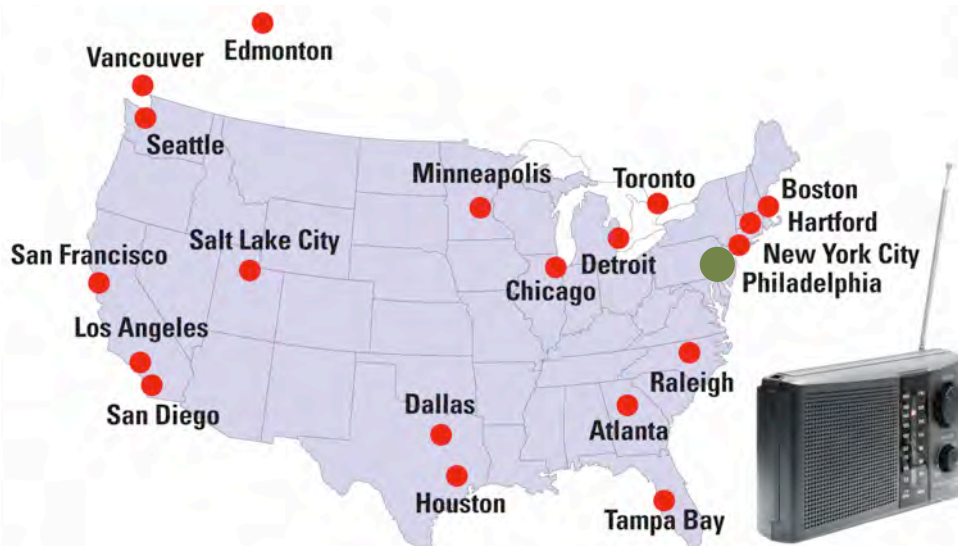
The splash page will promote Tiffany's weekly blog and photos of her garden and the Proven Winners Sweepstakes (over a designated time). It will also include a link to the Proven Winners website and tips on how to improve your garden.

Custom Contest: A three week promotion focusing on a retail supported giveaway page. WBEB will produce promos, inviting our listeners to register to win a \$250 gift card. Listeners will log on to b101radio.com then click on a graphic. When they click on the graphic, the picture will break apart into a jigsaw puzzle and their listeners will be asked to put the puzzle back together. When they finish the puzzle, a contest entry will appear, inviting them to register to win a \$250 gift card. Promotional elements for the contest include a total of 20 produced promos over a three week period with a link to the Proven Winners website.

Website Support:

- **Weather Sponsorship:** Sponsorship for one week. Includes 10 produced billboards
- **Homepage Feature Ads:** A total of 8 daily feature ads
- **Custom Trivia Game Sponsorships:** A total of 2 sponsorship weeks

- **Video Trivia Game Sponsorship:** One sponsorship week



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

101.1 WBEB-FM

Philadelphia, PA

MAKE YOUR YARD THE ENVY OF YOUR NEIGHBORHOOD

Right now is the perfect time to make your neighbors envious. Look for Proven Winners' at fine garden centers and The Home Depot! Request a FREE Gardener's Idea book at ProvenWinners.com

CLICK HERE

Enter our Online Contests

Proven Winners Jigsaw Puzzle Contest: Put the puzzle together for a chance to win a \$250 Proven Winners Gift Card!

Proven Winners & B101 Jigsaw Puzzle Contest

Proven Winners Jigsaw Puzzle Contest (4/5/11 to 4/24/11)

Right now is the perfect time to make your neighbors envious by planting Proven Winners' Snow Princess, Diamond Frost, Superdianas and Superbells. Magazines like Better Homes and Gardens, Women's Day and Garden Design rave about Proven Winners' varieties like their Superdiana Pretty Much Picasso/Superdiana Vista Bubblegum, Superbells Coralberry Punch, Diamond Frost and Snow Princess. Look for Proven Winners at fine garden centers and The Home Depot! Request a FREE Gardener's Idea book at provenwinners.com

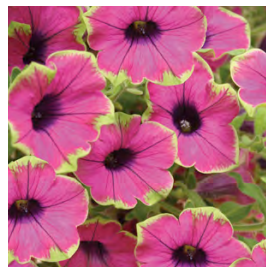
Contest/Prize Info:

(1) GRAND PRIZE: \$250 Proven Winners Gift Certificate

Contest Rules

How to Enter: Put the puzzle back together and then complete the Entry Form and click Enter. [Email us for help](#)

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



LOCAL WEATHER & MORE

Sponsored by **PROVEN WINNERS**
The #1 Plant Brand
www.provenwinners.com

Bala Cynwyd, PA

52°F
Partly Cloudy

Hour-by-hour | 10-day

Enter city or U.S.zip

- Traffic
- News
- Health
- Shopping
- Horoscope
- Stocks
- TV Guide
- Beauty
- Dining
- Movies