

# PROVEN WINNERS 2011 RADIO CAMPAIGN



## KSFI-FM & KSL-AM Salt Lake City

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: 143 spots total

KSFI - Weeks of 4/11, 4/18, 4/25, 5/2, 5/9 - 12 spots per week, 60 spots total

KSFI - Weeks of 5/16 and 5/23 - 11 spots per week, 22 spots total

KSL - Weeks of 4/11, 4/18, 4/25, 5/2, 5/9, 5/16, 5/23 - 3 spots per week, 21 spots total

**Endorsement Spots and Gardening Promotion:** All spots in the above schedule will be endorsements done by Rebecca Cressman 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 KSFI-FM with the plants needed for Rebecca to plant a garden at their personal home. While she plants the garden she will take photos and blog of the progress of her gardening over the 7 weeks and post them on the KSFI website for viewers to observe.

The KSFI 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:

- Monster Banner Ad (300x600 pixels) that rotates on the right hand side of the homepage.
- Customized photo gallery on Rebecca's page promoting the gardening campaign.
- Blogging by Rebecca including garden photos.

**Easter Promotion:** During the morning show (7:15am) \$50 Proven Winners' gift cards will be given away to listeners for Easter. Proven Winners will supply (6) \$50 gift cards for provenwinners.com.

Promotional Deliverables Include:

- (10) Shared Promotional Announcements per day (M-Su 5a-12m)
- (5) :60 contest mentions per day (M-F at approx 12:20pm)
- Logo and link from FM100.com to client website of choice
- Inclusion in Social Media Updates to FM100.3 Facebook Fan Page and Twitter Account
- Giveaway on FM100.3 Facebook Fan Page

**May-Pre Race For The Cure Health Expo:** Proven Winners will partner with FM100.3 in the Susan G. Komen Race For the Cure "Health Expo" event the weekend of Mother's Day. The day before the race, race entrants can pick up their registration package. During this event Proven Winners will provide an "Invincibelle Spirit" to survivors (approximately 500 plants).

Proven Winners will receive the following for their participation:

- E-blast to 69,000 permission Database
- Booth space at event
- Name mention in remote promos day of event and in promos prior to event
- Logo and link from FM100.com to client website of choice
- Inclusion in Social Media Updates to FM100.3 Facebook Fan Page and Twitter Account



# PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

## 100.3 KSFI-FM & 1160 KSL

## Salt Lake City, UT

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



300x600 shown at 50%

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

