

# PROVEN WINNERS 2011 RADIO CAMPAIGN



## KMYI-FM San Diego

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: 17 spots per week, 136 spots total  
Website: [http://www.star941sandiego.com/common/gallery/display.html?album\\_id=273531&\\_show](http://www.star941sandiego.com/common/gallery/display.html?album_id=273531&_show)

**Endorsement Spots and Gardening Promotion:** All spots in the above schedule will be endorsements done by Delana Bennett promoting Proven Winners and the gardening promotion for Proven Winners. In addition to the endorsement spot schedule outlined above, Proven Winners will also have a gardening promotion that will take place for the 8 week duration of the radio schedule. During the promotion, Proven Winners will provide KMYI-FM with the plants needed for Delana Bennett to plant a garden (16' X 6') at her personal home. While she plants the garden, she will take photos of the progress of her gardening over the 8 weeks and post them on the KMYI website for viewers to observe.

### Online:

- The KMYI 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.
- Customized photo gallery on Delana's page on the Star 94.1 website
- 300x250 Banner Ads, run of site; 200,000 impressions on the Star 94.1 website
- Keyword search to direct listeners to Proven Winners website landing page

### Scratch and Win Banner Ad Campaign:

- 728x90 Scratch and Win leaderboard campaign; 300,000 impressions on the Star 94.1 website. Proven Winners will provide one \$250 gift card.
- Sweepstakes fulfillment for Scratch and Win Campaign
- Landing page housing compelling non-winner offer and link to Proven Winners website



### Cluster Streaming:

980x :30 commercials across all seven Clear Channel stations

# PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

## 103.7 KVIL-FM

## San Diego, CA

Date	300x250 Banner Ad	234x60 Banner Ad
03/14	Supertunia® Vista Bubblegum	
03/21	Supertunia® Pretty Much Picasso®	
03/28	Superbells® Coralberry Punch	Snow Princess®
04/04	Snow Princess®	Diamond Frost®
04/11	Invincibelle® Spirit	The Gardener's Idea Book
04/18	Diamond Frost®	Supertunia® Vista Bubblegum
04/25	The Gardener's Idea Book	Bloomerang®
05/02	Incrediball®	Supertunia® Pretty Much Picasso®



728x90 shown at 50%



234x60 shown at 100%



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



300x250 shown at 50%

