

PROVEN WINNERS 2011 RADIO CAMPAIGN



KOIT-FM San Francisco

Campaign dates: Weeks of: 4/11, 4/18, 4/25, 5/2, 5/9
Length of campaign: 5 weeks
Number of commercials: 12 spots per week, 60 spots total

Endorsement Spots and Gardening Promotion:

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 KOIT-FM with the plants needed for Larry Ickesl to plant a garden at his personal home. While he plants the garden he will take photos of the progress of his gardening over the 5 weeks and post them on the KOIT website for viewers to observe.

Online:

The KOIT 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.

Rotating banner ads (300x250, 728x90, 300x100) throughout the campaign on KOIT website (approximately 10,000 impressions per week).

Online streaming ads (75 per week) for four weeks of the campaign.



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

96.5 KOIT-FM

San Francisco, CA

Date **300x250 Banner Ad**
 04/11 Supertunia® Vista Bubblegum
 04/18 Supertunia® Pretty Much Picasso®
 04/25 Incrediball®
 05/02 Diamond Frost®
 05/09 The Gardeners Idea Book

728x90 Banner Ad
 Snow Princess®
 The Gardeners Idea Book
 Supertunia® Vista Bubblegum
 Supertunia® Pretty Much Picasso®
 Invincibelle® Spirit

300x100 Banner Ad
 Bloomerang®
 Snow Princess®
 The Gardener's Idea Book
 Snow Princess®
 Diamond Frost®



728x90 shown at 50%



300x250 shown at 50%



300x100 shown at 50%

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

