

PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

98.1 CHFI-FM

Toronto, ON

Campaign dates: Weeks of: 4/25, 5/2, 5/9, 5/16, 5/23
 Length of campaign: 5 weeks
 Number of commercials: 16 spots per week, 80 spots total

Date	160x600 Banner Ad	728x90 Banner Ad	300x250 Banner Ad
04/25	Supertunia® Vista Bubblegum	Diamond Frost®	Bloomerang®
05/02	Supertunia® Pretty Much Picasso®	Gardener's Idea Book	Snow Princess®
05/09	Incrediball®	Supertunia® Pretty Much Picasso®	Gardener's Idea Book
05/16	Gardener's Idea Book	Snow Princess®	Supertunia® Vista Bubblegum
05/23	Snow Princess®	Supertunia® Vista Bubblegum	Supertunia® Pretty Much Picasso®



728x90 shown at 50%

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



160x600 shown at 50%



300x250 shown at 50%