

# PROVEN WINNERS 2011 RADIO CAMPAIGN



## CHQM-FM Vancouver

Campaign dates: Weeks of: 5/2, 5/9, 5/16, 5/23, 5/30, 6/6, 6/13, 6/20  
Length of campaign: 8 weeks  
Number of commercials: 62 spots total  
Weeks of: 5/2, 5/9, 5/16, 5/23, 5/30, 6/6 - 8 spots per week, 48 spots total  
Weeks of: 6/13 and 6/20 - 7 spots per week, 14 spots total

### Endorsement Spots and Gardening Promotion:

All spots in the above schedule will be endorsements done by Tara Maguire 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 8 week duration of the radio schedule. During the promotion Proven Winner will provide CHQM-FM with the plants needed for Tara McGuire's Community Garden renovation. While she plants the garden she will take photos of the progress of her gardening over the 8 weeks and post them on the QM/FM Morning Show Facebook page.

The CHQM 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. A link from the Proven Winners listing will also link to a PDF that will have a layout of all the photos posted on the Facebook page documenting the progress of the community garden.

**Garden Makeover Contest:** An exciting contest will be created that will give listeners the opportunity to win a \$500 makeover. Based on Tara McGuire heading up a gardening improvement project, QM/FM will invite listeners to go to [www.qmfm.com](http://www.qmfm.com) and join the QM/FM Listener Club for their chance to win a garden/yard/community garden/balcony makeover of their own. Promotional support for this contest will include Produced Promos, Live Liners, and Web Listing with a hotlink to your website, and inclusion in an E-Newsletter sent to over 30,000 members of the QM/FM Listener Club.

- Produced Promos (May 2nd- May 15th)-A minimum of 36 Promos over 2 weeks
- Live Liners (May 2nd-May 15th)-A minimum of 28 live liners over 2 weeks
- E-Newsletter (May 6th)-Sent to over 31,000 Listeners Club Members Web Listing (May 2nd-May 15th)-2 weeks listing on [www.qmfm.com](http://www.qmfm.com) with a hotlink to your website and enter to win component



# PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

## 103.5 CHQM-FM

## Vancouver, BC

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

