

2019 Proven Winners® Pandora® Radio Campaign

Join Proven Winners & Pandora to reach YOUR local listeners!

For just 1.4¢ per impression, you can target local garden enthusiasts, specific demographics, and drive listeners to your website. You will also receive a report regarding your local campaign reach at the end of the campaign. You cannot get that with traditional radio or newspaper advertising!

6-Week Campaign - Just \$350 - \$58 per week!

- Campaign dates are
 - April 8 - May 12, 2019 (3/29 deadline)
 - May 6 - June 9, 2019 (4/26 deadline)
 - June 3 - July 14, 2019 (5/24 deadline)
- We will target gardeners within a 20-mile radius of your garden center's zip code, or you can provide us with a specific zip code.
- Your garden center will receive a minimum of **21,875 audio impressions**.
- As a **BONUS**, your garden center will receive **3,200 banner impressions**.
This can include your company logo and an active link to your website or Facebook page.



Your logo will appear on your ad and will be an active link to your website.

FAQs

Will my garden center be mentioned in the commercial or only shown on the banner ad?

Your garden center will be mentioned in the commercial, and your company logo will appear in the digital banner ad. The banner ad will also include a link to your website or Facebook page if provided.

Can I customize my commercial?

No, however, we will include your garden center name and city (if desired) at the end of your commercial.

Will I have an opportunity to hear my commercial before the campaign starts?

Yes

Can I run my campaign in multiple zip codes?

Absolutely! You can run a campaign in as many zip codes as you would like. You will need to register for each zip code at \$350 each.

I have multiple retail locations. Do I need to run a campaign in each location?

If there is a zip code whose 20-mile radius will cover multiple locations, you can use that zip code. Or you can expand the radius of your campaign. Otherwise, you will want to sign up each location separately.

My garden center is in a rural area. What are my options?

This is a very flexible campaign. You have a couple of options to make the most of it.

- You can choose a nearby zip code that would include most of your target customer base.
- You can expand your campaign radius to 30, or even 40 miles, to include a more populous area.

What are the demographics for this campaign?

This campaign is targeting 85% female and 15% male, ages 35-64.

Can I use Key Account points to pay for the campaign?

Yes

Why haven't I heard my commercial? I've heard the Proven Winners commercial, but not the one with my garden center name included.

You may not hear your specific commercial as Proven Winners has purchased many more impressions in your area. Therefore, your commercial will rotate with the Proven Winners national commercial and perhaps with other local retailers if any participated.



2019 Pandora Radio Campaign



Join Proven Winners & Pandora to reach YOUR local listeners! It's Easy!

- Choose your 6-week campaign for \$350 *(each)*:
 - April 8 - May 12, 2019 *(3/29 deadline)*
 - May 6 - June 9, 2019 *(4/26 deadline)*
 - June 3 - July 14, 2019 *(5/24 deadline)*
 - I'd be interested in extending my campaign for an additional \$58/week*.
Extended dates I would like my campaign to run *(Sun-Sat)*: _____
- Choose your zip code(s) *(\$350 per zip code)*: _____
- List your garden center name and city *(optional)*:

Please provide phonetic pronunciations so that Laura at Garden Answer can pronounce everything correctly:

- Let us send people to your website or Facebook page: www._____
- I will email my company logo to tabatha@provenwinners.com. I will not be providing a logo.
- What if we have a question?
Your Name _____ Phone _____

7. Please email my commercial to: _____

- What if YOU have a question?
For program questions, please contact tabatha@provenwinners.com or 601.527.5213.
For ordering questions, please contact sandy@provenwinners.com or 815.895.1872.

- Time to place your order:
Orders can be placed online at www.provenwinners.com/pandora .
Checks and order forms can be mailed to
Proven Winners • 111 East Elm Street, Suite D • Sycamore, IL 60178

*Each additional week adds 3,222 audio impressions and 322 banner ad impressions.