



MHAIA- Spring 2012 Spot Radio

Custom Retailer Tag Program

How it works:

1. Review the spot radio markets, flight dates and radio creative provided below.
2. Contact your retail partners in these markets with the offer of an estimated :05 - :07 custom retail tag, that includes a mention of their name and tag line in exchange for additional ad or promotional support.
3. Once you have their support, contact Jacqueline Bohmer or Amanda Morgan* to register you and your retail partner. It will be assigned on a first come first serve basis.
4. Then you will be provided with the # of spots your retailer will receive and the flight dates your retailer tagged spot will air.
5. To be included on the week of 2/27 we need to have your retailers in by February 8th.

*Contact Information:

Jacqueline Bohmer- MHAIA Marketing Director

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Amanda Morgan- Account Director C+CG Partnership

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Spot Radio Markets and Flight Dates:

DEMO: W25-54	2012												GRPs	Est. Units/Wk	Est. Units/Day	
	MARCH				APRIL				MAY							
HOLIDAYS	2/27	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21			
SPOT RADIO																
100% - :60s Units																
60%-AM/PM, 40% MD/Wknd																
- New York	125		125											250.0	208	30
- Chicago	125		125											250.0	179	26
- Washington DC	125		125		125		125		125	125				750.0	208	30
- Boston	125		125		125		125		125	125				750.0	139	20
- Baltimore	125		125		125		125		125	125				750.0	139	20
- Cincinnati	125		125		125				125	125				625.0	96	14
- Milwaukee	125		125		125				125	125				625.0	125	18
- Louisville	125		125		125				125	125				625.0	104	15
- Buffalo	125		125		125				125	125				625.0	54	8
- Rochester	125		125		125				125	125				625.0	83	12
- Albany	125		125		125				125	125				625.0	69	10
- Syracuse	125		125		125				125	125				625.0	60	9
- Ithaca	125		125		125				125	125				625.0	60	9
														446.8	1,525	218

*Creative:

There are two radio spots. Each spot will end on a tag that can be modified with your retailer's name and tagline (if they would like to include.)

They do not have to include a tagline if they don't have one or don't want to, but it is an option.

Tag Example Copy: (you provide input for the underlined sections.)

"Find Avocados from Mexico right now in the fresh produce section at "USA Grocery", where "Shopping is always a delight".

Creative Scripts:

(creative will be rotated 50/50 throughout flight)

Script 1: “Cooking with Mom” :60

SFX:

Cooking in the kitchen. Refrigerator opening. Chopping. Background sounds under and throughout correspond to food prep action. Woman in her late 30s speaks.

WOMAN:

...and we're back -- So today, we're going to dress up leftovers with fresh and ripe avocados. I bought a whole bunch at my local grocery store. – I love the pop of color they add to meals.

These are Avocados from Mexico and I'm using them with last night's grilled chicken, which I've cubed and put in a bowl. I'm going to slice the avocados in half, hollow them out and cube just like the chicken. Totally OK to sample while you prep.

WOMAN: *(eating, swallowing and speaking)*

... mmmmm...such a rich buttery texture. Avocados contain nearly 20 vitamins, minerals and good for you fats that your body needs. We'll mix them together with the chicken and squeeze half a lemon on it - which adds some tang AND prevents the avocado from browning. Some cracked pepper, then spoon it back into the shell. Tada! Avocados on the Half Sh--

SFX:

Footsteps into room. Bag dropped on counter.

SON: *(Suspicious but with a knowing smile)*

Mom, who are you talking to?

WOMAN: *(Flustered and embarrassed)*

-- Whuh? Hmm I...Uhhh..... hi.

SON: *(With a smile)*

You were pretending you have a cooking show again, huh?

WOMAN: *(Clearing her throat. Deflecting.)*

-- Dinner's ready. Go wash up.

AVO:

5 sec: For meals that are dressed to impress just add avocado. For recipes visit theamazingavocado.com. Find Avocados from Mexico right now in the fresh produce section at **(insert retailer name and tagline here)**

Script 2: "Have a Taste" :60

SFX:

Office Environment. Phones. Typing. Background sounds under and throughout a conversation between a male and female twenty something.

STEVE:

Hey Janet – We're headed out to lunch wanna come with?

JANET:

Thanks Steve. But I brought my lunch today.

STEVE:

Brown baggin' it?

JANET:

Sorta – I saw fresh and ripe avocados at the grocery store and bought a whole bunch of them.

STEVE:

You're gonna eat an avocado for lunch? That your way of asking for a raise?

JANET:

(Laughs to self.) Nooo. I dressed up tuna . *(opens bag and places on table)* See?

STEVE:

Faaancy. That looks really good.

JANET: *(Proud of herself)*

.. it's pretty - and pretty good for you too – these are Avocados from Mexico – they contain nearly 20 vitamins, minerals and phytonutrients.

STEVE:

Uhhh... yeah. Miiiiind if I try?

JANET:

Huh? Hey! —

STEVE:

Mmmm this is really good. *(sounds of him eating voraciously)* it's buttery and creamy and whoah did you put walnuts in here?

JANET: *(annoyed)*

Yes. Please close your mouth.

STEVE:

Wow, you know how to cook.

JANET: *(exasperated)*

It's tuna salad and Avocados. There is no cooking. *(sighs to self under breath)* It's just an easy way to dress up a meal.

STEVE:

Sooo creamy. *(last swallow)* That was amazing.

JANET: *(seething)*

I'm sure it was. *(sounds of getting up walking away)*

STEVE:

Hey, where you going?

JANET: *(agitated yelling back from afar)*

To get lunch.

AVO:

When you want to transform average into amazing just add avocado. Visit theamazingavocado.com and find Avocados from Mexico right now in the produce section at **(insert retailer name and tag here)**