



*Curb Appeal*SM

PROMOTION OVERVIEW

Bakersfield Curb Appeal is a six month contest designed as a call to action to anyone wanting to improve the appearance of their home before listing it for sale with the intent to get top dollar for their home. The contest consists of monthly drawings for a free home makeover valued at \$5,000.00.

To qualify for the drawing, participants must fax, phone in, or fill out entry forms provided on the contest website www.BakersfieldCurbAppeal.com

Each participant will be qualified with a follow-up phone call and home visit from *Bakersfield Curb Appeal* staff. Participants must be willing to list their home within 60 days upon the awarding of a prize and they can not have their home listed for sale at the time when they are entering the contest.



RADIO MARKETING

Radio is a fantastic marketing medium for the *Bakersfield Curb Appeal* campaign since it reaches 94% of all Bakersfield residents each and every week. That is well over 260,000 people!

The *Bakersfield Curb Appeal* marketing team has purchased 280 60-second commercials per month for the duration of the contest! If you consider that the typical Bakersfield resident spends over 18 hours per week listening to the radio, the impression rate of the *Bakersfield Curb Appeal* radio spots on listeners will be very high.

PLAY RADIO COMMERCIAL



KKXX 93.1 FM



Pirate Radio is a very successful national radio format that has just entered into the Bakersfield market. Pirate Radio plays the most familiar songs 24 hours a day- 7 days a week- offering 30 years of musical diversity in one place.

Outline of Monthly Schedule for Pirate Radio	Total Spots
Week 1	
4 spots per day Monday- Friday	20 spots
Week 2	
4 spots per day Monday- Friday	20 spots
Week 3	
4 spots per day Monday- Friday	20 spots
Week 4- Winner Picked	
4 spots per day Monday- Friday	20 spots
Total Spots Per Month	80 spots



1410 KERN NEWS TALK

1410 KERN
NEWS TALK

KERN NEWS TALK 1410 was chosen as part of the *Bakersfield Curb Appeal* marketing buy due to the fact that it has one of the most affluent audience profiles in Kern County and it is also rated as the number three station in Bakersfield. The NEWS TALK listener demographic is an active 25+ consumer with a high level of discretionary income.

Outline of Monthly Schedule for NEWS TALK 1410	Total Spots
Week 1	
5 spots per day Monday- Sunday	30
Week 2	
5 spots per day Monday- Sunday	30
Week 3	
5 spots per day Monday- Sunday	30
Week 4- Winner Picked	
5 spots per day Monday- Sunday	30
Total Spots Per Month	120 Spots



KNZR 1560 AM

1560KNZR

NEWS • TALK • DODGERS



1560 KNZR was chosen as part of the *Bakersfield Curb Appeal* marketing buy due to the large following of local listeners.

Outline of Monthly Schedule for 1560 AM	Total Spots
Week 1	
4 spots per day Monday- Friday	20 Spots
Week 2	
4 spots per day Monday- Friday	20 Spots
Week 3	
4 spots per day Monday- Friday	20 Spots
Week 4- Winner Picked	
4 spots per day Monday- Friday	20 Spots
Total Spots	80 Spots

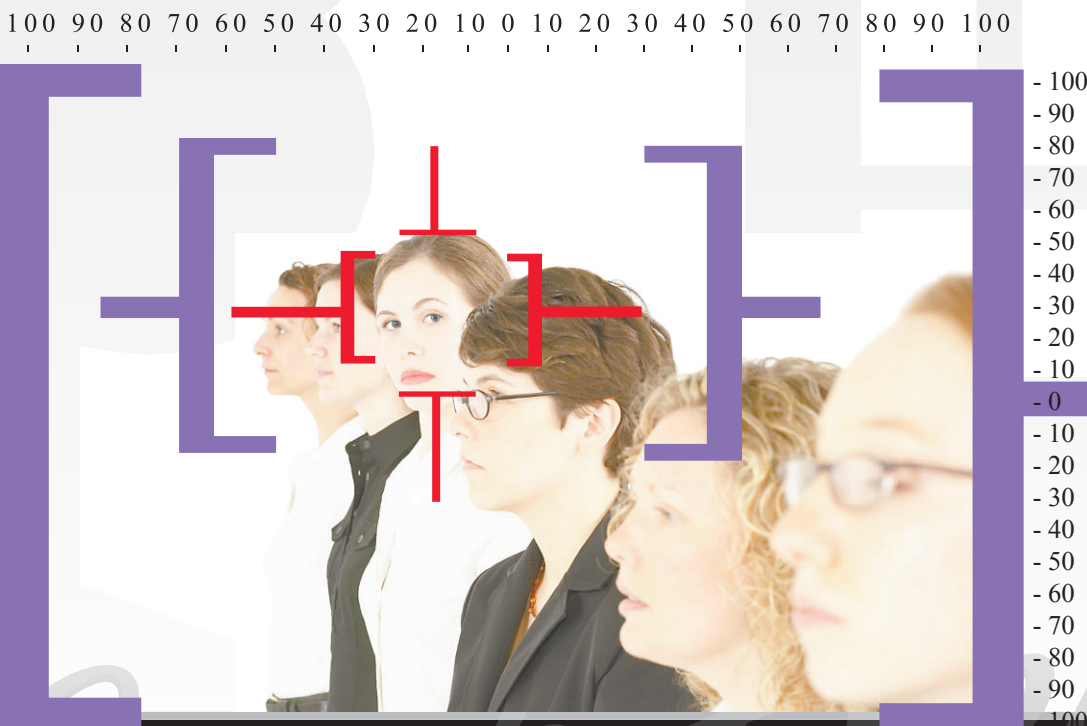


TELEVISION MARKETING

Capturing the consumer's attention on television is truly an art form. It takes a special kind of sensitivity and understanding of the target demographic to create TV commercials that speak directly and creatively. The *Bakersfield Curb Appeal* marketing team has done hours upon hours of research to develop a visually and audibly creative targeted message, and more importantly, determined how to reach an extremely large audience of potential participants with the least amount of expense.

Advertising the *Bakersfield Curb Appeal* contest through television commercials will have a large impact on the success of the contest because they will instantly give the campaign an implied level of credibility throughout Bakersfield and the surrounding area.

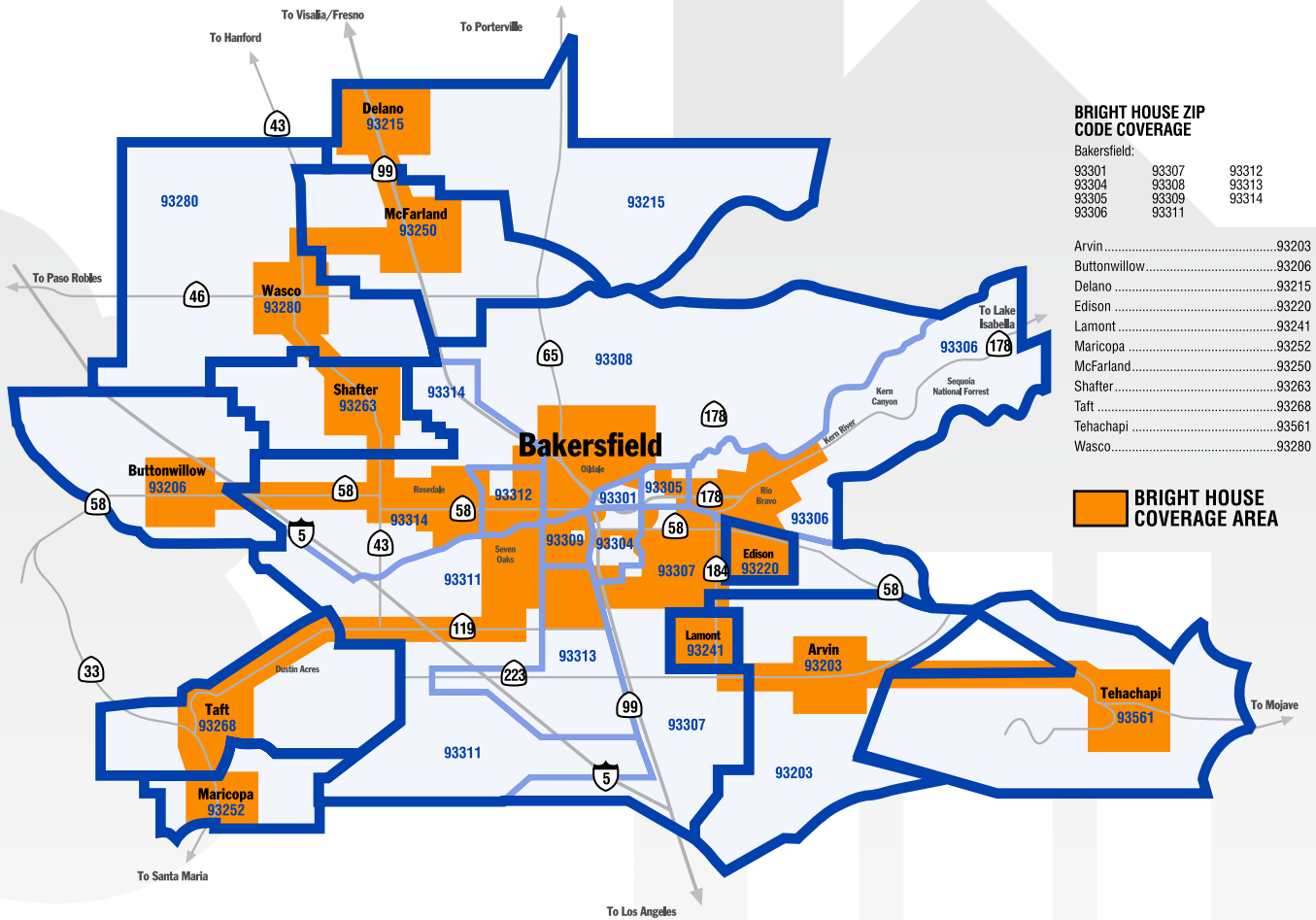
Since the target for the campaign is homeowners planning on making home improvements and selling their homes, the *Bakersfield Curb Appeal* marketing team chose to purchase airtime for our powerful 30-second commercials during shows with the highest viewership by those with a high household income and high home ownership rates.



BRIGHT HOUSE NETWORKS



Bright House Networks has been selected by the *Bakersfield Curb Appeal* marketing team for a targeted television campaign because of their subscriber rate of 97,000 homes and their state-of-the-art video production facilities.



KERO CHANNEL 23



Advertising with KERO 23 (Channel 8 on Bright House and Cox) will give the *Bakersfield Curb Appeal* commercials exposure to a large audience of 163,000 homes. *Bakersfield Curb Appeal* will air 30-second commercials during popular daytime programming. The 90 total spots per month will be specifically targeted to the KERO 23 viewership.

Monthly Commercials	Show	Frequency
4:30 am - 7:00 am	ABC Morning News	23 (M-F)
7:00 am - 9:00 am	Good Morning America	5 (M-F)
9:00 am - 10:00 am	Regis & Kelly	5 (M-F)
10:00 am - 11:00 am	The View	5 (M-F)
12:00 am - 3:00 pm	ABC Soaps	6 (M-F)
5:00 am - 12:00 am	Channel 23 Weekends	23 (M-Su)
6:30 pm - 11:00 pm	Channel 23 News Now	23 (M-Su)



HGTV ON BRIGHT HOUSE



Home and Garden Television (HGTV) provides ideas and inspiration to viewers to transform their homes and expert advice to help them accomplish it. Of course, many viewers rather dream than do, which makes them perfect candidates for the *Bakersfield Curb Appeal* contest.

HGTV's shows such as "Curb Appeal" and "Designed to Sell", aired locally on Bright House channel 58, are great vehicles for the *Bakersfield Curb Appeal's* commercials outreaching to local homeowners thinking about improving their home and moving.

HGTV's popularity has made it one of the fastest growing networks in television history. Not only is the viewership high, but 61.9% of HGTV viewers have a household income above \$35,000 and 77% of viewers own their homes.



The *Bakersfield Curb Appeal* campaign will target HGTV viewers with 20 powerful and inspiring 30-second commercials per month.



TLC ON BRIGHT HOUSE



The Learning Channel (TLC) is part of the highly successful Discovery family of television networks. TLC differs from HGTV because its shows focus more on lifestyle topics than solely on home improvement. TLC's shows range in topic from car repair to romantic weddings. Because of the diversity in programming, TLC enjoys a very wide viewing demographic, which also happens to be particularly high in homeownership and household income rates.

TLC's home improvement shows, aired on locally on Bright House channel 57, such as "Trading Spaces" and "Property Ladder" are fantastic targets for local homeowners thinking about improving their home and moving. The *Bakersfield Curb Appeal* campaign will target these viewers during primetime and late night viewing hours. *Bakersfield Curb Appeal* will air 15 engaging 30-second commercials on TLC each month of the campaign.



The Bakersfield Californian

The *Bakersfield Curb Appeal* contest will be advertised twice a month on Sunday in *The Bakersfield Californian*. The contest's half page ad will be prominently displayed in the Real Estate section.

"You Won't Have to Drive South for this Makeover," the first ad headline, makes a witty jab at the growing interest in personal and home makeovers and trends toward plastic surgery. The ads will have graphic and eye-catching impact in black and white and will contain a single color version of all participating vendors' logos. The ads will drive readers to the contest's website in order to encourage sign-up via online forms.

The Sunday edition of *The Bakersfield Californian* reaches 70% of Metro Bakersfield residents. The

readers of the Real Estate section are especially prime candidates for the *Bakersfield Curb Appeal* contest because 59% of them are planning to buy or sell a home in the near future.



INSERT

The Bakersfield Californian

A full color high impact 8.5" x 11" double sided insert will be placed inside *The Bakersfield Californian* once per month on Tuesday. By choosing Tuesday, the insert will stand out due to the lower number of inserts that typically happen on that day, even though *The Bakersfield Californian* still enjoys a readership on Tuesdays of 65% of Bakersfield residents.

In addition, the insert will provide exposure for contest sponsors since it will contain all the sponsors' logos or company name.

The insert will not only entice readers to visit the contest website, but will also encourage them to fax back the imprinted form on the backside of the insert.



FOCUS ON LIVING

Focus *on* Living

The Bakersfield Californian has produced a new monthly magazine, *Focus on Living*, which has quickly become Kern County's premier lifestyle magazine. Inserted into *The Bakersfield Californian* on the third Saturday of every month, the magazine is distributed to over 70,000 homes in Kern County.

Focus on Living enjoys a shelf life of several months, being placed on coffee tables in many homes, in waiting rooms of doctors' offices and in many other venues. *Focus on Living* is already a very successful marketing venue for many local companies because of the magazine's ability to highlight the many wonderful features of the Bakersfield lifestyle.

The *Bakersfield Curb Appeal* contest will be advertised in a dynamic full page full color ad starting with the theme "You won't have to drive South for this makeover." The participating sponsors will have their logo displayed in black and white.



LEADS/ CURB APPEAL WEBSITE

As a participating sponsor in the *Bakersfield Curb Appeal* contest, you will gain a large pool of new leads. These are homeowners interested in utilizing professional services and products for remodeling and upgrading their current home in a short timeframe. In addition, as the entrants relocate to their new home, there is a possibility that they will be needing additional services and products.

Information collected on each participant will be entered into a database. Our participating vendors will be provided with copies of entry data so that they can follow up with participants as they so choose. As a participating vendor, you will be provided a list of fresh leads on a monthly basis.

The *Bakersfield Curb Appeal* marketing team has purchased the web domain www.BakersfieldCurbAppeal.com. The site will be launched in the coming weeks and will be active for the duration of the campaign. Participating vendors will enjoy having their company logo and contact information displayed on the website, as well as pop-up to link to their company website, if applicable.

<i>Projected Number of Leads For Sponsors</i>	
Month 1	50+
Month 2	100+
Month 3	200+
Month 4	250+
Month 5	250+
Month 6	250+
Total Projected Leads	1,100 +



SPONSORSHIP COSTS

If you were to purchase this level of marketing for your business using all of these marketing mediums- internet, radio, television, newspapers, it would cost you and your company about \$30,000 per month for six months. **That's \$180,000!**

Because of the number of co-sponsors and the ability of the *Bakersfield Curb Appeal* marketing team to receive below market media rates, the sponsorship costs for the project are amazingly reasonable.

As a Key Sponsor:

For \$2,200 per month, your company will receive primary billing on all of marketing materials and will be mentioned in all radio advertisements. Key sponsors will also be expected to donate materials and services at a retail value of \$750.00 per month. The total program cost for key sponsors is \$13,200, plus a donation of \$4,500 retail in materials and services.

As a Secondary Sponsor:

For \$1,200 per month, your company name will be only mentioned in one-half of the radio advertisements, and you will receive secondary billing on all other marketing materials. Secondary sponsors will also be expected to donate materials and services at a retail value of \$750.00 per month. The total program cost for secondary sponsors is \$7,200, plus a donation of \$4,500 retail in materials and services.



MARKETING SUMMARY

Marketing Exposure:

- *More than 1,000,000 impressions per month*
- *At least 3-4 impressions on every Bakersfield resident per month*
- *Yard Sign in Winner's Yard*

RADIO:

- *KERN, KNZR, KKXX*
- *280 commercials per month*

TELEVISION:

- *KERO 23, HGTV, TLC*
- *125 commercials per month*

THE BAKERSFIELD CALIFORNIAN:

- *Two half page black and white ads in the Sunday real estate section per month*
- *One 8.5" x 11" full color insert inside the Tuesday paper per month*
- *One 8.5" x 11" full page full color ad in the Focus On Living*

WEBSITE:

- *Links and information about your company*



SAMPLE RADIO SCRIPTS

Thinking about getting makeover
Well you don't have to drive south for this makeover

We at Curb Appeal can make your house look its best
quickly and inexpensively.
And we're so confident of that fact we are willing to give your home a
makeover for free.

Just call toll free 1800 _____
And enter in to our monthly drawing for a
\$5000.00 free home makeover from Curb Appeal

Get that makeover you have been wanting
Just enter into our drawing
call 1800 _____
That's 1 800 _____

The Curl Appeal program is also sponsored by
3 Day Blinds, Advanced Plumbing and Blue Haven Pools

Get \$5000.00 towards the makeover you always wanted Right here in
Bakersfield.

To get more info and all the contest rules go on line to bakersfieldcurbappeal.com



SAMPLE RADIO SCRIPTS

The definition of Curb Appeal is to make your home look the best it can from the street.

Well Curl has come to your street

We at Curb Appeal can make your house look its best quickly and inexpensively.

And we're so confident of that fact we are willing to give your home a makeover for free.

Just call toll free 1800 _____

And enter in to our monthly drawing for a \$5000.00 free home makeover from Curb Appeal

That's 1 800 _____

The Curl Appeal program is also sponsored by 3 Day Blinds, Advanced Plumbing and Blue Haven Pools

So if you're thinking about selling your home and you want to get the highest price in the shortest amount of time

get some Curb Appeal

call 1800 _____

To get more info about Curb Appeal go online to bakersfieldcurbappeal.com



SAMPLE TELEVISION SCRIPTS

Female #1

Sally, I can't believe the difference in your home!

Female #2

I told you I won the Bakersfield Curb Appeal contest!

Female #1

But, I thought you were selling your home?

Female #2

Yes, we're going to! That's why I entered their contest...so we'd have a chance to have our home fixed up and get top dollar for it when we sell it.

Female #2

But even before we won the contest, they were so helpful in explaining what needed to be done to our home when we put it on the market.

Announcer:

If you're thinking of selling your home, let Bakersfield Curb Appeal show you how to get top dollar and a chance to WIN a home makeover.

The following sponsors and co-sponsors have helped make this makeover possible:

To enter the BAKERSFIELD CURB APPEAL contest go to their website for your chance to WIN a home makeover...

www.bakersfieldcurbappeal.com or fax your entry to: 661-777-7777

Why not get top dollar for your home when you sell it...

BAKERSFIELD CURB APPEAL

