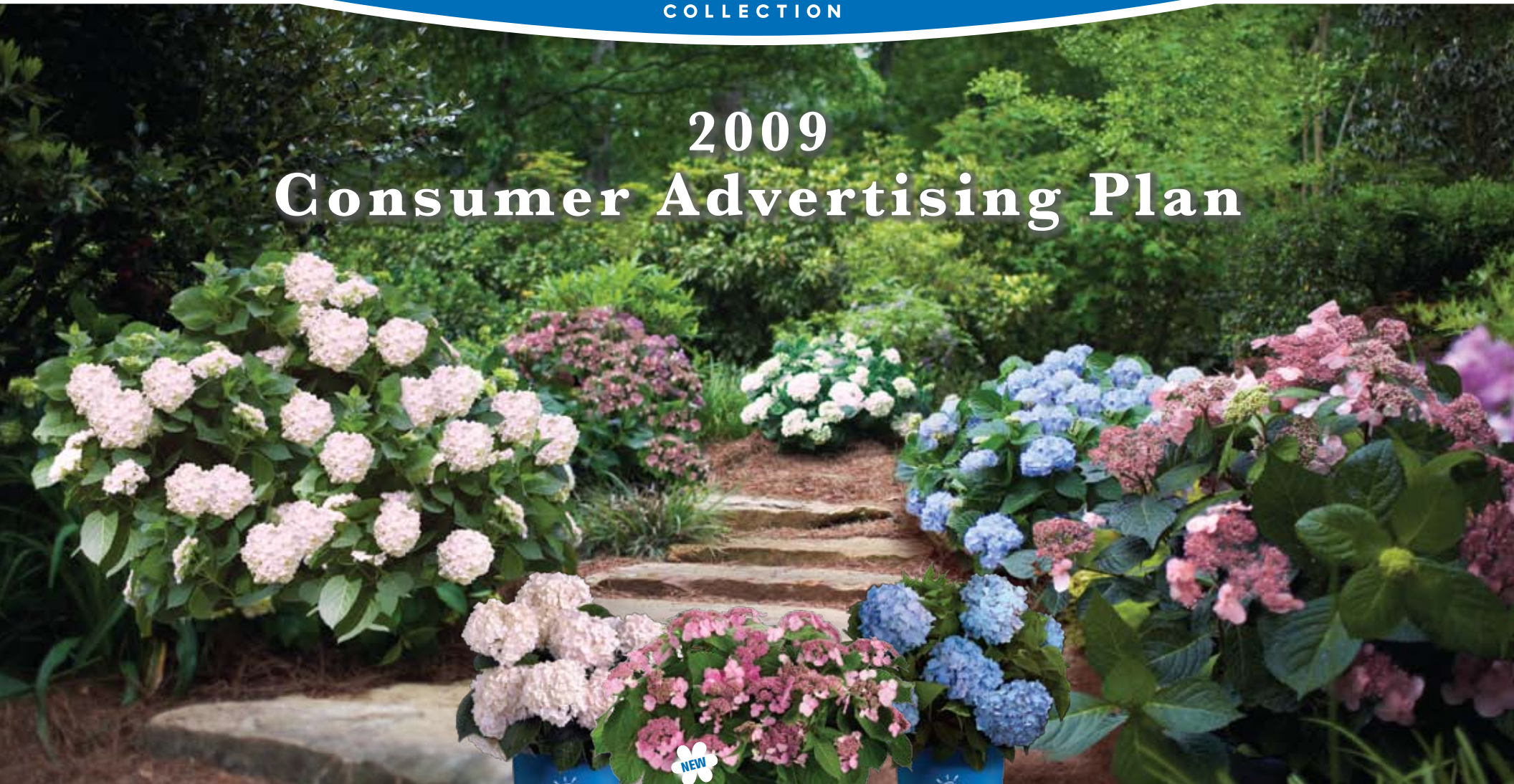




# 2009 Consumer Advertising Plan



*Blushing'bride*

NEW

Endless Summer  
COLLECTION

THE ORIGINAL

*Twist-n-Shout*





## Cable Television Advertising Spring 2009 Fine Living

Bailey Nurseries Endless Summer Hydrangeas Network Cable Television		FINAL													
Page 1		Flight Dates: April 20 2009-June 14 2009													
		8 weeks													
		Week of:													
		P25-54													
Network	Program	Lgth	SPOT Day/Time	Total HH 000's	# spots	Demo 000's	Apr 20	Apr 27	May 4	May 11	May 18	May 25	June 1	June 8	
Fine Living Network	Daytime Rotation	:30	M-F 7A-3P	3,270	109	763	7	7	21	20	20	20	7	7	
(FLN)	Daytime Sponsorships	:30	M-F 7A-3P	900	30	210	0	6	6	6	6	6	0	0	
54 million subscribers	Smart Tips (hosted)	:30	M-F 7A-3P	1,950	65	455	5	10	10	10	10	10	10	0	
	<b>Sponsorship Includes: 2x :30+ billboard per program: I Want That!, What You Get for the Money, Smart Tips: To be selected</b>	:30													
FLN: 27% male	Early Fringe 3-6P	:30	M-F 3-6P	1,395	31	310	3	3	5	5	5	5	3	2	
73% female	Smart Tips (hosted)	:30	M-F 3-6P	765	17	170	0	2	3	3	3	3	0	0	
	Prime Access	:30	M-F 6-8P	448	8	144	0	0	2	2	2	2	0	0	
	Prime Acc Sponsorships	:30	M-F 6-8P	504	9	162	0	0	3	3	3	0	0	0	
	<b>Sponsorship Includes: Martha! M-F 7-8P 3x :30 + billboard per program</b>	:30													
	Smart Tips (hosted)	:30	M-F 6-8P	504	9	162	0	2	2	3	2	0	0	0	
	Prime Rotation	:30	M-Sun 8-9P	780	15	255	0	3	3	3	3	3	0	0	
	Prime Rotation	:30	M-Sun 9-10P	2,184	26	920	3	3	4	4	4	4	2	2	
	Prime Sponsorship	:30	M-Sun 9-10P	672	8	280	0	0	2	2	2	2	0	0	
	<b>Sponsorship Includes: "The Fix" TBD 2x :30 + billboard. Programming TBD for Q2.</b>														
	Week-end Smart Tips (hosted)	:30	Sat-Sun 7A-8P	432	8	168	0	0	2	2	2	2	0	0	
	Week-end Rotation	:30	Sat-Sun 7A-8P	540	10	210	0	2	2	2	2	2	0	0	
	Week-end Sponsorships	:30	Sat-Sun 7A-8P	1,212	28	588	0	4	4	4	4	4	4	4	
	<b>Sat Sponsorships: Work That Room, Mission Organization</b>														
	<b>Sunday AM Sponsorships: Mission Organization, Design, Inc, Work That Room</b>			15,556	373	4,797	18	42	69	69	68	63	29	15	
													<b># spots</b>	<b>373</b>	



