



Recharging the planet. Recycling your batteries.™

## MyCall2Recycle: Cable TV & Radio Advertising Program

### Objective

(A.) Alert viewers and listeners in selected metro markets to the MyCall2Recycle collection drives sponsored by Call2Recycle, Lowe’s, RadioShack, Stanley Black & Decker and Staples. Motivate consumers to participate by bringing used rechargeable batteries and cell phones to retail partner outlets.

(B.) Create ongoing awareness about rechargeable battery and cell phone recycling via Call2Recycle so that listeners and viewers will continue to recycle at retail partner locations long after the MyCall2Recycle campaign is over.

### Strategy

Utilize spot cable TV and radio advertising to deliver the C2R message over a two-week flight: one week prior to the event and during the week of the event.

### Markets

- Atlanta
- Chicago
- Dallas/Ft. Worth
- San Diego

### Rollout

Launch during the week of 9/13/10 and run through the MyCall2Recycle national collection drive, which ends on 9/26/10.

### CABLE SPOTS

:30 local spot cable, 65% is 6 pm to 12 midnight; 35% is 6 am to 6 pm

Flight: 2 weeks, 9/13/10 – 9/26/10

Demo: 25-54 (overlap to age 62), male/female split, educated, electronics users

<i>CITY</i>	<i># :30 Spots</i>	<i>Sample Networks</i>	<i>Impressions</i>
Atlanta Chicago Dallas San Diego	Total: 456	Discovery, HGTV, The History Channel, Headline News, National Geographic, The Travel Channel, TBS	<i>Total: 1,631,316</i>

### RADIO SPOTS

:30 spots, 66% morning & evening drive-time; 34% mid-afternoon, evenings

Includes bonus 5 to 10-second billboard sponsorships in these markets

Flight: 2 weeks, 9/13/10 – 9/26/10

Demo: 25-54 (overlap to age 62), male/female split, educated, electronics users

<i>CITY</i>	<i># :30 Spots</i>	<i>Sample Formats</i>	<i>Impressions</i>
Atlanta Chicago Dallas San Diego	Total: 274	Country, Classic Hits, Adult Contemporary, News/Talk	<i>Total: 3,817,200</i>