



SPRING FEVER

Coming April 2010

THE CURE FOR WINTER SALES BLUES

Outdoor Channel viewers and affiliates made *Spring Fever* a success in April, responding in unprecedented numbers. More than half of our affiliate partners participated, and over 150,000 consumers responded to this multifaceted network promotion designed to bring everyone out of hibernation!

Spring Fever is a month-long celebration of the outdoor related passions that have been abandoned all winter, motivating your staff and acting as a cure for subscriber sluggishness. Anchored with an online national sweepstakes, this is the perfect platform for digital sales product offers, staff training, local sponsor involvement and local event theming.

SPRING IS JUST AROUND THE CORNER!

- Taggable sweepstakes spots
- Taggable vignettes giving tips on how to get the most out of your spring outdoor activities – perfect for local ad sales sponsors
- Affiliate partner participation incentives for your system that will provide you with merchandise choices you can use internally to motivate and train CSR, tech and ad sales staff, use as local prizing or give as gifts to local sponsors
- Marketing materials including bill stuffers, radio scripts, on-hold messaging and press release

EARLY BIRDS GET THE MOST OUT OF SPRING FEVER!

Mark your calendar so you'll have plenty of time to plan out and capitalize on all of the opportunities that *Spring Fever* has to offer!

