



Down to Earth with Mrs. Green
Spotlight on the Southwest
2012 Pricing

Tuesday nights at 7:00 p.m., listeners are treated to conversations between Mrs. Green and some extraordinary people doing amazing things in every area of sustainability. This regular show began with a remarkable sixth grader in Tucson who has embraced the Green lifestyle since birth; listeners loved it and asked us to do it again...and again and so it became a regular feature on the Mrs. Green's World Radio Network. It's a 30-minute, commercial free show that delights and informs.

Down to Earth with Mrs. Green Show, each show; includes: **\$ 800**

- All planning, production and studio time
- Initial commercial-free half-hour live stream from Mrs. Green's World Radio Network, MrsGreensWorld.com, Tuesday night 7 p.m.
- Your spokesperson interviewed by Mrs. Green
- Show available as podcast on mrsgreensworld.com and iTunes, and rebroadcast on Mrs. Green's Radio Network
- MP3 of finished show to post on your website, send to your subscribers, etc.
- Show promotion:
 - On MrsGreensWorld.com *Down to Earth* show pages
 - In Facebook and Twitter posts pre- and post-show
 - In eblast sent to Mrs. Green's local list
 - Podcast posted in podcast feeds and directories
 - Facebook ad two days prior to show airing

Video Promotion Add-on per show **\$ 500**

- Planning and production of a one to two minute YouTube video highlighting show content and as teaser to promote the radio show/podcast
- Video posted on:
 - Mrs. Green's World Channel on YouTube
 - Facebook
 - Twitter
 - Mrs. Green's World newsletter
 - MrsGreensWorld.com
 - Pinterest
 - Eblast promoting radio show