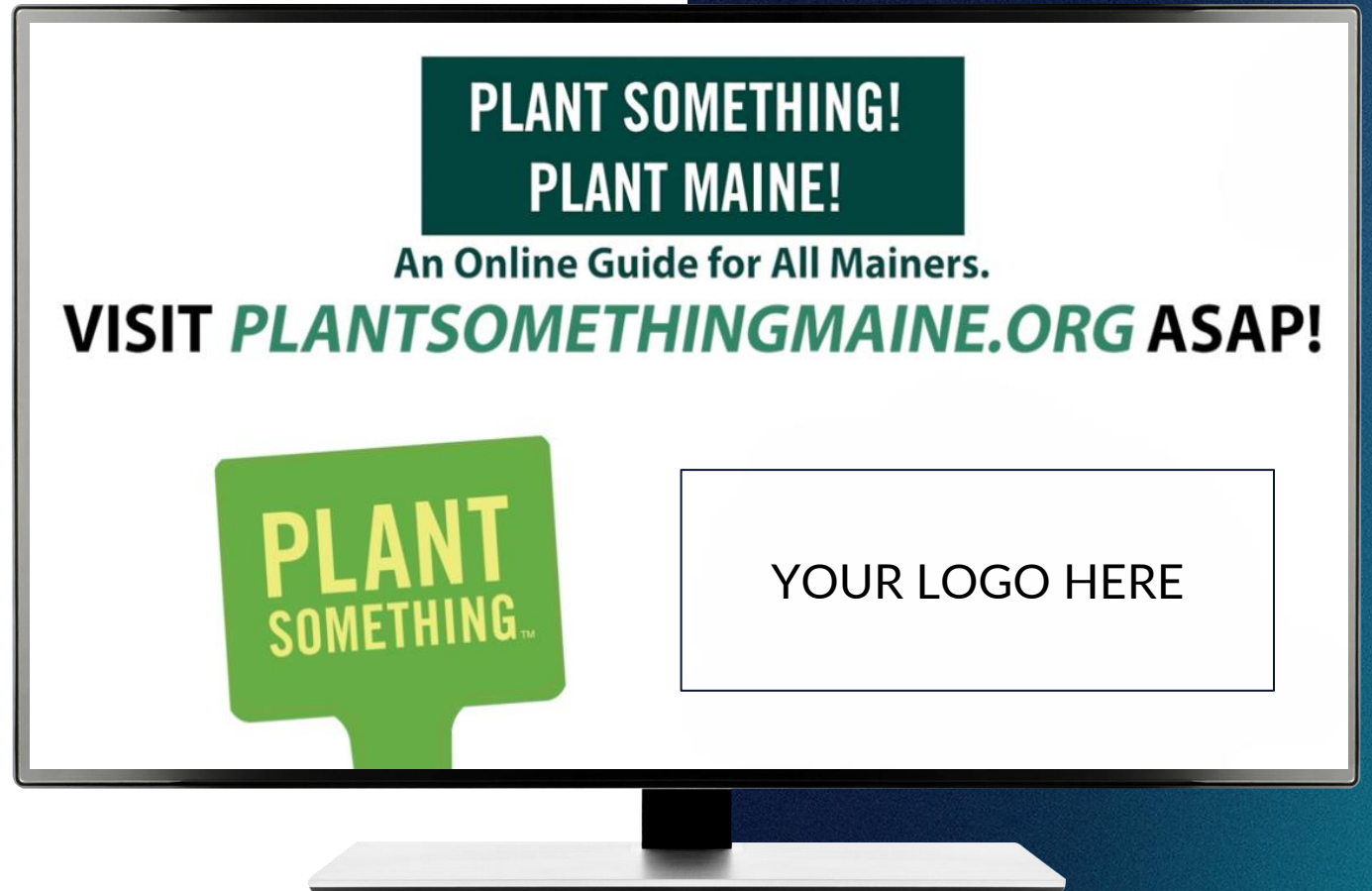




Introductory Guide to Advertising through the IGC of Maine

This year the Independent Garden Centers of Maine are partnering with CBS13 AMP Media for their summer Plant Something campaign!

In this package, you'll find information regarding the tactic being used (CTV i.e. streaming) and the tiers available to you so you can get involved and plant something this summer!





CTV

Connected Television

AMP CTV is a platform that delivers TV commercials to people watching streaming TV (Connected TV) within a chosen geographic radius

We use verified data to target ads to defined audience groups rather than running to everyone

THE 1-2-3 of CTV (Connected Television)



GAMING



XBOX



STICKS



chromecast



amazon fireTV



VMVPD



sling



fubo



philo



hulu

OTT BOX



Roku



apple tv

SMART TV



Samsung



SMART TV



LG Smart TV

APP



abc



food networks



CNN



HGTV



MLB.TV



ESPN



Discovery



FOX NOW



FOX BUSINESS



FX



TLC



TENNIS CHANNEL

FREE APPS



tubi



News on



X



STADIUM



CRACKLE



PLUTO

The 2026 Plant Something Maine Campaign

Running June 15 – September 15, 2026

The Approach:

A statewide campaign surrounding Plant Something Maine with independent garden centers each getting their own commercial and campaign surrounding their business

The Result:

Consistent messaging across the entire state for Plant Something Maine while maintaining presence and individual identity for each independent garden center



Package Tiers for Members

Tier 1

- 1 30sec commercial spot for Plant Something Maine
 - 3 month CTV campaign
 - 10 mile radius around your garden center
 - \$500/month
 - 20k impressions/month
- \$1,500 NET

Tier 2

- 1 30sec commercial spot for Plant Something Maine
 - 3 month CTV campaign
 - 10 mile radius around your garden center
 - \$1,000/month
 - 41k impressions/month
- \$3,000 NET



Just Ask Kate!

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If any of this seems confusing, you have questions, there's more marketing you'd like to explore for your garden center or you'd just like to get a coffee to talk marketing strategy - I'm always available!



Thank You!