



2005 Cable Network Promotion Calendar

January-June

1 Time & Area Locked
These promotions are specific in both time/date and location. Contact network for schedule details.

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3 Generic/Evergreen
These are "off-the-shelf" promotions to be used on an as-needed basis throughout the year.

| contact networks for details and limits on participation | FIRST QUARTER 2005 | | | SECOND QUARTER 2005 | | |
|--|--|---------------------------|----------------------------|---|-------------------|------------------------------|
| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
| Adam Fried 818-569-5934 adam.fried@disney.com | Drive Away With ABC Family • Taggable Tune-In Spots :15/:15 Taggable Automotive Tip Spots | | | | | |
| For your regional rep, log on to www.aetnjustclick.com | Caesars 24/7 | | | New Series: Captain Knivel | | |
| Taggable Programming, Spanish & Holiday Spots • Advertiser Appreciation Program • Request The Best Promotion | | | | | | |
| Maureen Ruggles 516-803-4383 mcruggles@rainbow-media.com | American Cinematheque Awards | Awards Week | | 20: Entertainment Weekly's Best of the 70's | Film Preservation | |
| Taggable Tune-in Spots | | | | | | |
| Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com | Animal Planet Expo | | | | | |
| Animal Planets Heroes Campaign | | | | | | |
| Anywhere, Anytime Promotion • Discovery Rewards Program • Taggable Tips and Solicitation Spots • Costume Characters | | | | | | |
| Charmaine Leary 202-608-2452 charmaine.leary@bet.net | Black History Month Celebration Of Gospel | | | Spring Bling '04 | | |
| | | | | | | 5th Annual BET Awards |
| Lisa Morgan 404-350-2509 lmorgan@blackfamilychannel.com | Black History Month Specials | | | | | Black History Month Specials |
| Black College Sports Classics • Taggable Programming • Taggable Tune-In Spots | | | | | | |
| Darlene Hensley 201-735-3576 Darlene.Hensley@nbcuni.com | Bravo Arts Calendar • Bravo Local Arts Calendar • West Wing Vignette • Taggables | | | | | |
| Amy Rife 404-878-0205 amy.rife@turner.com | Ed, Edd 'n' Eddy Valentine's Day Special - Stunt | | | | | |
| | | NBS All Star Slam - Stunt | | Kids Next Door - Promotion | | |
| For your regional rep, log onto mtvn.com | 2005 CMT Music Awards | | | | | |
| CMT Cross Country Tour • CMT Treat Me Like A Country Star • Solicitation Spots • CMT Top 20 Countdown • CMT Insider | | | | | | |
| Darlene Hensley 201-735-3576 Darlene.Hensley@nbcuni.com | CNBC Tax Tips | | | | | |
| Personal Finance Tips | | | | | | |
| Taggables | | | | | | |
| Amy Rife 404-878-0205 amy.rife@turner.com | CNN Headline News - Promotion | | | | | |
| For your regional rep, log on to www.mtv.com | The Daily Show "Inside Source" Promotion • Comedy RX • Comedy Kickback • Comedy Live • Sponsorable Tune-In Spots • Get The Goods | | | | | |
| Ellen Sched 212-973-7983 schne@courttv.com | The Exonerated, Original Movie Promotion | | Impossible Heist Taggables | Everyday Heroes | | Summer Promotion |
| Grand Shopping Investigation • Digital Fingerprinting Days • Taggable Safety Tips | | | | | | |
| Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com | Anytime, Anywhere Promotion • Discovery Rewards Program • Taggable Tips and Solicitation Spots • Costume Characters | | | | | |
| Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com | Anytime, Anywhere Promotion • Discovery Rewards Program • Taggable Tips | | | | | |
| For your regional director, please visit affiliate. scrippsnetworks.com | DIY Tools For Thought • Taggable Tune-In Spots • DIY Local Sponsor Static Clings | | | | | |
| Award Show Coverage, Live nominations, countdown shows, Fashion Police! News Live Specials, Live from The Red Carpet | | | | | | |
| Mary-Jo Matava 860-493-9003 Mmatava@Eentertainment.com | Watch E! and See Red-Live from the Red Carpet- Academy Awards Incentive E! Live from the Red Carpet Academy Awards Countdown, Pre-Show, Post-Show and Fashion Police | | | | | |
| Taggable Tune-In Spots (:15/:15 and :20/:10 versions) • Client Appreciation Program | | | | | | |
| Boston Neary 860-766-4269 boston.neary@espn.com | Winter X Games | | | | | |
| For your regional director, please visit affiliate. scrippsnetworks.com | Are You Living Like You Mean It? • Taggable Tune-In and "Essentials" Spots | | | | | |
| For your regional director, please visit affiliate. scrippsnetworks.com | Iron Chef America | | | | | |
| Food Network eyeQ • Taggable Tune-In, Trivia/Tip Vignette and Cook With Your Kids Vignette Spots | | | | | | |



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| Network | FIRST QUARTER 2005 | | | SECOND QUARTER 2005 | | | |
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| <p>Maureen Ruggles 516-803-4383 mcruggles@rainbow-media.com www.fuse.tv</p> | Fuse Viewer's Poll | Grammy's on Fuse | Fuse Fashion Jam | 100% Marathon Authentic Hip-Hop Stunt | Amplified Guide to Summer | Hot 97 Summer Jam | |
| | Fuse Action News: Special Report | Dedicate Live Valentine's Day | Amplified Guide To Spring | Just Add Video Contest | | | |
| | Idol Post | Kick Ass Countdown | VJ Boot Camp | | Mega Kick Ass Countdown | | |
| | | | Oven Fresh Supersized | | | Authentic Hip Hop Viewer's Poll | |
| | 7th Ave Drop Stunt | | | | | | |
| | Daily Download Customized Promotions • Daily Download "Fuse Flox" Movie Segments • Daily Download "Fuse Picks" Video Game Segments Daily Download Clothing Tie-ins via VJ Wardrobing • Customized On-Air & Online Contests • Next Big Thing | | | | | | |
| <p>Beau Basse 310-282-2632 www.foxcable.com</p> | | | Originals Promotion | | | | |
| | | | FX Originals Promotion (The Shield, Rescue Me, Nip/Tuck) | | | | |
| <p>Nereyda Matos 212-455-5311 nmatos@univision.net</p> | | | | | | | |
| | FLM's (Mexican Soccer League) Advertiser Apreciación Promotion • FLM's (Mexican Soccer League) Bonus Spots Promotion | | | | | | |
| <p>Dennis Wald 310-255-6847 dwald@gsn.com</p> | Derby Days Giveaway X-Channel Promo | | Gsn Get Schooled Games Tours | | | | |
| | | | | | | | |
| | Spin To Win Events • Taggable Tune-In Spots • GSN Version of Wheel Of Fortune or Jeopardy Digital Imaging | | | | | | |
| <p>Ashley Zesinger 407-355-4173 azesinger@tgcinc.com</p> | | Mutual Of Omaha Drive, Chip & Putt Junior Challenge Presented By The Golf Channel | | | | | |
| | Aloha Swing (Champions Tour) | | | Masters Week On The Golf Channel | | U.S. Open Week On The Golf Channel | |
| | Champions Tour On The Golf Channel | | | | | | |
| <p>Norma Taylor 212-302-1100 ntaylor@mediaamerica.com</p> | | | GAC CMA Festival Trip Giveaway • ACM Awards Show Sweepstakes | | | | |
| | | | | | GAC's Sizzlin' Summer BBQ GAC's Father's Day Fishing Trip | | |
| | Grand Ole Opry Getaway • Tour Manager For A Day | | | | | | |
| <p>Rita Caprino 212-445-6653 ritacaprino@hallmarkchannel.com</p> | Mystery Series - National "Whodunit?" Sweepstakes | Valentines Day Hallmark Channel Original Movie and Marathon | | | Mothers Day Hallmark Channel Original Movie and Marathon | Father's Day Hallmark Channel Original Movie and Marathon | |
| | Rough 'N Ready • Great Stories Sweepstakes | | | | | | |
| <p>For your regional director, please visit affiliate. scrippsnetworks.com</p> | | | | | | | |
| | You Should See What's On HGTV • HGTV Local Sponsor Static Clings • Taggable Tune-in and Tip Spots • Decorating Dilemmas | | | | | | |
| <p>For your regional rep, log on to www.aetnjustclick.com</p> | Special Presentation: The French Revolution | | Special Presentation: Conquest of America | | | | |
| | | | Hardwood Classics (Select Markets) | | | | |
| | Taggable Programming, Spanish & Holiday Spots • Save Our History • Advertiser Appreciation Program | | | | | | |
| <p>Laurie Benson 212-317-0868 ext.203 www.hotelevision.com</p> | | | | | | | |
| | Hotelevision Networks 2005 PGA Golf Sweepstakes | | | | | | |
| <p>Fannie Hung 310-556-7588 hung@lifetimetv.com</p> | | | | | | | |
| | Lifetime Movie Network Taggables • Lifetime Movie Network Advertiser Appreciation Program • Lifetime Movie Network Advertiser Solicitation Taggables | | | | | | |
| <p>Fannie Hung 310-556-7588 hung@lifetimetv.com</p> | | | Our Lifetime Commitment: Stop Violence Against Women | | | New Season Launch | |
| | | The "I Do" Diaries | | | | The "I Do" Diaries | |
| | Lifetime Original Movie Taggables • Lifetime Original Series Taggables • Lifetime Advertiser Appreciation Program • Lifetime Advertiser Solicitation Taggables | | | | | | |
| <p>Darlene Hensley 201-735-3576 darlene.hensley@nbcuni.com</p> | | | | | | | |
| | Taggables | | | | | | |
| <p>For your regional rep, log onto mtv.com</p> | Real World 15: Philadelphia | | | | MTV Movie Awards | | |
| | Newlyweds • Ashlee Simpson | | | | | | |
| | MTV Times Square Studio Tour Promotion | | | | | | |
| <p>Darlene Hensley 201-735-3576 darlene.hensley@nbcuni.com</p> | | | | | | | |
| | Taggables | | | | | | |
| <p>Beau Basse 310-282-2632 www.foxcable.com</p> | | | | | NGC Cause Initiative | | |
| | | | | | VOD Promotion | | |
| | High Speed Data Campaign | | | | | | |
| <p>Valerie Golson 313-846-3968 valerie.golson@mtvn.com</p> | | | | | | | |
| | Trivia Theme Song • Show Specific Sponsorship Spots | | | | | | |
| <p>For your regional rep, log onto mtv.com</p> | Dora Live Tour 2005 • Blue's Clues Live Tour 2005 | | | | | | |
| | | Kids Choice Awards 2005 | | | | | |
| | Nickelodeon Hotel • SpongeBob Squarepants Photo Tent • Fairly OddParents Photo Land • Nickelodeon Costume Character Program • Game Lab En Vivo | | | | | | |

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| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
| <p>Amy Hendrickson 951-699-6991 www.outdoorchannel.com</p> | Race Weekend | | | | | |
| | WYOFS | | | | | |
| | Motor Moose | | | | | |
| | Outdoor Channel Excursions • Great Idea Giveaway | | | | | |
| <p>Scott Pinkerton 203-406-2535 spinkerton@olntv.com</p> | | | Winter Gravity Games | | | |
| <p>Michelle Niven 214-706-0763 mniven@oxygen.com</p> | Real Weddings from the Knot | | Confessions of a Sociopathic Social Climber | Home Renovation Week | | |
| | Fight Like A Girl: Self Defense Classes for Women • Athlete Of The Month Promotion Taggable Tips: OH! Style, Home Improvement, Helpful Hints for Moms • Taggable Spots For Programming Events | | | | | |
| <p>Darlene Hensley 201-735-3576 darlene.hensley@nbcuni.com</p> | Taggable Spots | | | | | |
| <p>Beau Basse 310-282-2632 www.foxcable.com</p> | | | | | | Trackside Live: Summer Blast |
| | Speed Truck Tour | | | | | |
| | Ultimate NASCAR Ticket | | | | | |
| <p>For your regional rep, log on to www.mtvn.com</p> | Get Electronified Sweepstakes • Sponsorable Spots • WWE Talent Appearances | | | | | |
| <p>Mary-Jo Matava 860-493-9003 Mmatava@Entertainment.com</p> | | Fashion Week | The Style Network- Where Life Gets A New Look Cross-Channel Incentive | | | |
| | Award Show Coverage, Style Live from the Red Carpet | | | | | |
| | Taggable Tune-In Spots (:15/:15 and :20/:10 Versions) • Client Appreciation Program | | | | | |
| <p>Jeff Rosenberg 212-210-5950 jrosenberg@tribune.com</p> | | Super Bowl Sunday- America's Funniest Home Videos Marathon | | | | |
| | | Black History Month | | | | |
| | | Academy Awards Special | | | | |
| | Saturday Night Slam (NBA Games Featuring Chicago Bulls) | | | | | |
| | 2004 Big League Baseball Kick-Off (Featuring Chicago Cubs & White Sox) | | | | | |
| | Advertiser Sponsorable Comedy Blocks/Theme Weeks/Weekend Movie Stacks • Customized Advertiser Promotions | | | | | |
| <p>Amy Rife 404-878-0205 amy.rife@turner.com</p> | | | Legally Blonde-Premiere | | | The Real Gilligan's Island II - Premiere |
| <p>Faye Walker 310-314-9428 fwalker@thetennischannel.com</p> | Best Seat in the House Promotion • Kids' Day Clinic | | | | | |
| <p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p> | Anywhere, Anytime Promotion • Discovery Rewards Program • Taggable Tips • Costume Characters | | | | | |
| <p>Amy Rife 404-878-0205 amy.rife@turner.com</p> | | SAG Awards - Promotion | | NBA Playoffs - Promotion | | Into the West - Promotion |
| <p>Adam Fried 818-569-5934 adam.fried@disney.com</p> | Finders Keepers Instant Win Game (Back To School) | | | | | |
| | Taggable Tune-in Spots | | | | | |
| <p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p> | Anywhere, Anytime Promotion • Discovery Rewards Program • Taggable Tips • Costume Characters | | | | | |
| <p>Jamie Marquez 323-817-4696 jamie.marquez@tvguide.com</p> | TV Guide Specials | | | | | |
| | Advertiser Appreciation Program • Around Town • HD101 Sponsorship • TV Ratings 101 Sponsorship | | | | | |
| <p>Valerie Golson 313-846-3968 valerie.golson@mtvn.com</p> | TV Land Awards Show '05 | | | | | |
| | Prize Wheel • Fan Cam • Trivia Theme Song • Category & Show Specific Sponsorship Spots • Ad Solicitation Spots Incentive | | | | | |
| <p>Darlene Hensley 201-735-3576 darlene.hensley@nbcuni.com</p> | Taggable Spots | | | | | |
| <p>For your regional rep, log on to mtvn.com</p> | | | Rock & Roll Hall Of Fame | VH1 Divas Revamped | | |
| | Variety Of Sponsorship Spots (ie: Driven, All Access, Fab Life, Movies That Rock) | | | | | |
| <p>Alex Dombronovich 770-226-2850 adombronovich@weather.com</p> | Weatherscan Incentive Program | | Tornado Week | Heroes of the Storm | | |
| | TWC Weekends • Weather Wall Event • Back To School Bookcovers • Project Safeside • Advertiser Appreciation Program | | | | | |
| <p>Maureen Ruggles 516-803-4383 mcruggles@rainbow-media.com</p> | | | Single Scene | It's Raining Men | | |
| | Taggable Tune-in Spots | | | | | |