

CAB CABLE NETWORK PROMOTION CALENDAR 7-12 / 06

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

2 Time Locked
These promotions occur at a certain time and/or during a specific week or season of the year.

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

		THIRD QUARTER 2006			FOURTH QUARTER 2006		
		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	For your regional rep, log on to www.aetnjustclick.com			CSI: Miami 5 Nights/Week			
		Taggable Programming, Spanish and Holiday Spots • :15/:15 Top Series Taggables • Advertiser Appreciation Program					
	Kathy Newberger 917-542-6302 knewberger@rainbow-media.com	Hustle			Monsterfest		
		Taggable Tune-in Spots (some :15/:15) • Date Night Promotion • Sunday Morning Shoot Out Promotion • Advertiser Appreciation Program					
	Michael Van Bergen 704-557-2438 Michael_Van_Bergen@discovery.com	Animal Planet Expo					
		Follow Your Animal Instincts Sweepstakes and Gift Opportunity • Costume Characters and Cardboard Cutouts Taggable Tips and Advertiser Solicitation Spot • Animal Planet Rewards Program					
	Karen Wang 917-934-1558 karen.wang@azntv.com	AZN Archive: Asian Directors	AZN Wave: Summer of HALLYU		I am AZN		
	Lyneth Brooks 212-846-3168 lyneth.brooks@mtvn.com					Hip Hop Awards Taggable Tune-in Spots	
						Hip Hop Awards	
106 & Park Off the Shelf Promotion • Taggable Tune In Spots - BET • Taggable Tune In Spots - BET Jazz							
	Lisa Morgan 404-350-2509 lmorgan@blackfamilychannel.com		"Katrina" After The Storm		On The Road With Thousand Dollar Bee		
		Black College Sports					
Salute To Our Troops • Where The Reunion Never Ends • Where I'm From • Taggable Tune-in Spots							
	Thuy Burchette 404-827-1570 thuy.burchette@turner.com	Foster's Home For Imaginary Friends - Promotion					
	For your regional rep, log on to mtvn.com			CMT On Tour			
				Trick My Truck • Foxworthy's Big Night Out • Dallas Cowboys Cheerleaders			
Treat Me Like A Country Star • CMT Cross Country Tour • Taggable Spots • CMT One Country							
	Thuy Burchette 404-827-1570 thuy.burchette@turner.com	Anderson Cooper 360 ^o Promotion					
	For your regional rep, log on to www.mtv.com	Comedy Central Live: Carlos Mencia "The Punisher" Tour					
		The Comedy Central Roast of William Shatner			Last Laugh '06		
The Daily Show "Inside Source" Sweepstakes • The Colbert Report Sweepstakes • Comedy Kickback Comedy Central Live "To Go" • Local Ad Sales Cross-Channel Opportunities							
	Alex Hills 212-973-7928 hillsa@courttv.com	Digital Fingerprinting Days • Unexpected Heroes					
	Michael Van Bergen 704-557-2438 Michael_Van_Bergen@discovery.com	Bust-A-Myth Sweepstakes and Gift Opportunity • Costume Characters and Cardboard Cutouts Taggable Tips and Advertiser Solicitation Spots • Discovery Channel Rewards Program					
	Michael Van Bergen 704-557-2438 Michael_Van_Bergen@discovery.com	Modern Medical Miracles Sweepstakes and Gift Opportunity • Happy Birthday Baby Sweepstakes and Gift Opportunity Taggable Tips and Advertiser Solicitation Spots • Discovery Health Channel Rewards Program					
	Andrea Ste. Marie 818-955-7461 andera.ste.marie@disney.espn.com	Soap Talk In Paradise			ESPN The House		
		X Games					ABC Family's 25 Days Of Christmas
ESPY							
SOAPnet Beauty Lounge • Get Into Hot Water With SOAPnet							
	For your regional director, please visit affiliate. scrippsnetworks.com	Stud Finder					
		DIY Tools For Thought • Taggable Tune-In Spots • DIY Local Sponsor Static Clings					
	Rosanna Falzone 215-667-2502 rosanna_falzone@comcast.com	Red Carpet Incentive: E! 2006 Emmy Extravaganza Affiliate Promotion					
		Taggable Tune-In Spots • E! News • Advertise on Cable					
	For your regional director, please visit affiliate. scrippsnetworks.com	The Search for the Next Wandering Golfer					
		Are You Living Like You Mean It? • Taggable Tune-In and "Essentials" Spots					
	Michael Van Bergen 704-557-2438 michael_van_bergen@discovery.com	Taggable Tips and Advertiser Solicitation Spot					

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 <p>For your regional director, please visit affiliate. scrippsnetworks.com</p>								
		Food Network eyeQ • Taggable Tune-In Spots • Trivia/Tip Vignettes • Food Network Tip Cards						
 <p>Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com</p>				College Challenge			LAS Affiliate Promotion	
		Taggable Tune-In Spots						
 <p>For your regional director, please visit affiliate. scrippsnetworks.com</p>								
		Taggable Tune-In Spots • Opry Moments Taggable Spots						
 <p>Rosanna Falzone 215-667-2502 rosanna_falzone@comcast.com</p>		Mutual of Omaha Drive, Chip & Putt					PGA TOUR	
				The Big Break VI: Trump National				
				Ryder Cup Week				
 <p>Eileen Montalvo 305-864-9799 eileen@goltv.tv</p>		Kick it 3v3 Tournament						
		Street Soccer Cup					Special Coverage of GoTV's Finals Package	
		Special Coverage of GoTV's "Clasicos" Package						
		GoTV Trivias • GoTV Finish The Play • GoTV Play of the Game • GoTV MVP of the Game						
 <p>Dennis Wald 310-255-6847 dwald@gsn.com</p>			National Vocabulary Championship - City-wide School Competition					
			Win With Words - PSA Campaign					
		"High Stakes Poker" & "World Series Of Blackjack" Cross-Channel Spots • Spin-To-Win Events • Taggable Tune-In Spots						
 <p>Rita Caprino 212-445-6653 ritacaprino@hallmarkchannel.com</p>				Halloween Festival		Holiday		
		Original Movie Taggables						
 <p>For your regional director, please visit affiliate. scrippsnetworks.com</p>		HGTV Design Star						
		You Should See What's On HGTV Promotion • "Watch For Us On HGTV" Static Clings • Taggable Tune-in and Tip Spots						
 <p>For your regional rep, log on to www.aetnjustclick.com</p>		True Caribbean Pirates						
		Taggable Programming, Spanish & Holiday Spots • :15/:15 Top Series Taggables • Advertiser Appreciation Program						
 <p>Fannie Hung 310-556-7588 hung@lifetimetv.com</p>		LMN Original Movie Taggables						
		LMN Taggables • LMN Advertiser Appreciation Program • LMN Advertiser Solicitation Spots						
 <p>Fannie Hung 310-556-7588 hung@lifetimetv.com</p>				Our Lifetime Commitment Stop Breast Cancer For Life				
		New Show Launch			New Show Launch			
		Lifetime Original Movie Taggables • Lifetime Original Series Taggables • Lifetime Advertiser Appreciation Program • Lifetime Advertiser Solicitation Spots						
 <p>Adrienne Loung 212-846-4757 adrienne.loung@mtvn.com</p>							Real World 18	
		2006 MTV Video Music Awards						
		MTV Ultimate Promotions						
 <p>For your regional rep, log on to mtvn.com</p>								
		MTV2 \$2 Bill Concert Sweepstakes • MTV2 Local VJ Seach (MTV2 Local 360 Markets Only)						
 <p>Christine Tai 310-369-0859 christine.tai@foxcable.com</p>		Amazing Moments						
 <p>Pilar Mera 212-846-3741 pilar.mera@mtvn.com</p>								
		Family Table Spots • Nick at Nite's Trivia Contest						
 <p>Nia Fairweather 212-846-5629 nia.fairweather@mtvn.com</p>					Kids' Choice Awards 2007			
		SpongeBob SquarePants Photo Splash • Fairly OddParents Photo Tent • Nickelodeon Costume Characters • Nick LIVE • GameLab En Vivo						
 <p>Erik Redmond 951-699-6991 eredmond@outdoorchannel.com</p>		Race Weekend						
		Win Your Own Fishing Show • Motor Moose Visits						
					Golden Moose Awards			
					Gear Up Your Garage			
		Outdoor Channel Excursions • Great Idea Giveaway						
 <p>Rosanna Falzone 215-667-2502 rosanna_falzone@comcast.com</p>			VERSUS Launch					
			NHL Season Opener					
		Taggable Reels						

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 Michelle Niven 214-706-0763 mniven@oxygen.com	Mo'Niques's F.A.T. Chance National Promotion							
	Fight Like A Girl : Self Defense Classes for Women • Athlete Of The Month Promotion • "Snap Out Of It" Massage Event • Oh! Style Fashion Tips Oh! Home Style Decorating Tips • Oh! Fitness Tips • Oh! Wedding Tips • Helpful Hints for Mom Tips • Oh! Sense Financial Tips							
 Doug Dickstein 323-543-2734 ddickstein@sltv.com								
	Taggable Spots • Flow & Tell • Hispanic Heritage Program							
 For your regional rep, log on to mtvn.com GET MORE ACTION	Blade The Series					2006 Video Game Awards		
		The Ultimate Fighter 4						
				Scream Awards				
	Sponsorship Spots (ie. CSI/The Shield Combo, Slammin' Saturday Night, TNA iMPACT Wrestling, Powerblock (Automotive), Films of Fury) * Programming subject to change							
 Rosanna Falzone 215-667-2502 rosanna_falzone@comcast.com					Style's Ready, Set, Shop! Affiliate Incentive			
					ISAAC Season 2			
	Taggable Tune-In Spots - Style Tips							
 Jeff Rosenberg 212-210-5950 jerosenberg@tribune.com					The Great American Poker Run			
					Festival Of Lights			
					Harvard/Yale College Football			
					Wooden Tradition & Classic College Basketball			
		Superstation WGN Baseball: Chicago Cubs & White Sox						
	Advertiser Sponsorable Comedy Blocks/Theme Movies/Marathons							
 Thuy Burchette 404-827-1570 thuy.burchette@turner.com	Something's Gotta Give- Movie Premiere				Charlie's Angels- Movie Premiere	The Comedy Festival - Special	Mean Girls - Movie Premiere 10 Items Or Less - Premiere My Boys On TBS - Promotion 24 Hours Of A Christmas Story - Special	
 Michele Sinisi 404-442-5671 msinisi@thetennischannel.com	US Open Series							
	Racquet Round Up • Kids' Day • Best Seat in the House • Meet Your Match Singles Mixer							
 Michael Van Bergen 704-557-2438 Michael_Van_Bergen@discovery.com								
	TLC's Live and Learn Sweepstakes and Gift Opportunity • Costume Characters and Cardboard Cutouts • Taggable Tips • TLC Rewards Program							
 Thuy Burchette 404-827-1570 thuy.burchette@turner.com	NASCAR on TNT Ready To Race Promotion						The Lord Of The Rings: The Return Of The King- Movie Premiere The Librarian II: The Search For King Solomon's Mines Original Film	
		A Johnson & Johnson Spotlight Presentation - The Ron Clark Story - Original Film			Cast Away- Movie Premiere			
		Saved on TNT Promotion						
 Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com								
	What Kind Of Traveler Are You Sweepstakes and Gift Opportunity • Costume Characters and Cardboard Cutout Taggable Tips and Advertiser Solicitation Spots • Travel Channel Rewards Program							
 Rich Millar 610-293-4811 rich.millar@tvguide.com		Joan & Melissa LIVE At The Emmy Awards						
	Taggable Tune-in Spots (:20/:10) • TV Watercooler • Watch This • Square Off • InFANity • Trapped in TV Guide • Advertiser Appreciation Program							
 Pilar Mera 212-846-3741 pilar.mera@mtvn.com								
	Family Table Spots • TV Land's Prize Wheel • TV Land's Trivia Theme Song Contest • TV Land's Fan Cam							
 LaTanya R. Butler 301-755-2926 lbutler@tv-one.tv	G. Garvin's Food, Family and Fun Sweepstakes					TV One "All Access Pass" Promotion		
	Get the 411 from TV One: Black Achievements • Turn Up The Heat with G. Garvin Cooking Tips • Singletary Says Financial Tips • Dr. Rho Health Tips							
 For your regional rep, log on to mtvn.com			Hip Hop Honors			Big In '06		
	Variety of Sponsorship Spots (Celebrity, Hogan Knows Best, World Series Of Pop Culture and more) Note: Programming is subject to change • Celebrity Local Ad Sales Promotion (log on to mtvn.com for more details)							
 Alex Dombronovich 770-226-2850 adombronovich@weather.com			The Climate Code Tune-In					
	SafeSide - wx Safety + Preparedness • Weather Wall Event • Back To School Book Covers • Hurricane Season Toolkit							
 Kathy Newberger 917-542-6302 knewberger@rainbow-media.com		She House (Las Vegas)						
	Taggable Tune-in Spots (some :15/:15) • Advertiser Appreciation Program • Bridezillas Promotion 3 Men & A Chick Flick Promotion • John Edward Promotion							