

# CAB CABLE NETWORK PROMOTION CALENDAR 1-6/08

- 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

		FIRST QUARTER 2008			SECOND QUARTER 2008			
		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
	For your regional rep, log on to <a href="http://www.aetnjustclick.com">www.aetnjustclick.com</a>			Gene Simmons Family Jewels			Andromeda Strain	
		Taggable Programming Spots • Advertiser Appreciation Program						
	Kathy Newberger 917-542-6302 knewberger@rainbow-media.com	Breaking Bad Promotion					Mad Men Season 2 Promotion	
		Advertiser Appreciation Program • Shoot Out Promotion • Advertiser Solicitation Program						
	Ianna Small 212-846-8084 ianna.small@mtvstaff.com	Celebration of Gospel			Spring Bling			
			BET Honors					BET Awards
	Jennifer Herrera 310-369-0768 Jennifer.Herrera@foxcable.com	Big Ten Network "Taggable Tune-In Spots"						
				Ben 10: Alien Force Promotion				
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com	Toon TakeOver • Taggable Spots						
		CMT Gone Country				2008 CMT Music Awards		
	Will McDonough 212-846-7945 will.mcdonough@mtvn.com	CMT Insider • CMT Top 20 Countdown						
				Black in America • Campbell Brown Promotion				
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com	Financial Tips • Health Tips • Weather Tips • Green Tips						
		Reno 911!			Root Of All Evil			Sarah Silverman
	For your regional rep, please log on to <a href="http://mtvn.com">mtvn.com</a>						Mind Of Mencia	
		The Daily Show/The Colbert Report						
	For your regional rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a>	Scripps Networks Real Rewards • DIY Local Sponsor Static Clings						
		E! 2008 Red Carpet Academy Awards Incentive						
	Rosanna Falzone 215-286-2502 rosanna_falzone@comcast.com	Taggable Tune-In Spots • Advertise on Cable Spot • E! News - E! Studio Tour • E! Play A Part Pro-Social Spots						
			"NEXT" Athlete Event In Arizona					EURO 2008
	Felix L. Perez 212-456-0268 Felix.L.Perez@espn.com		NBA All Star Promotion			UEFA Champions League Finals		
		SportsCenter - For custom promotion please call ESPN Deportes						
	For your regional rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a>	Scripps Networks Real Rewards						
			Down Home with the Neelys/ Black History Month				The Next Food Network Star Promotion	
	For your regional rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a>	Scripps Networks Real Rewards • Food Network Tip Cards • Total Package Presentations						
		Taggable Spots						
	Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com	Taggable Tune-In Spots						
		Breakfast With Fox & Friends						
	Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com	Taggable Tune-In Spots						
		Fox Soccer Channel "Taggable Tune-In Spots"						
	Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com			Copa Santanader Libertadores	CONCACAF Copa de Campeones		Copa Santanader Libertadores Finals	
		Fox Sports En Español 2008 Incentive Campaign						
	Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com	Fuel TV "Taggable Tune-in Spots"						
		Taggable Programming Spots :23/:07 and :25/:05						
	Kathy Newberger 917-542-6302 knewberger@rainbow-media.com	Taggable Programming Spots :23/:07 and :25/:05						
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 <b>Nicole Schneiderjohn</b> 310-369-0847 Nicole.Schneiderjohn@foxcable.com			FX Originals: Dirt				FX Originals: The Riches	
		FX Original Series Taggable Tune-in Spots						
 <b>Rosanna Falzone</b> 215-286-2502 rosanna_falzone@comcast.com								
		Gcycle: Electronics Recycling Pro-Social Campaign • Games Go Better with Broadband: High Speed Promotion • Fully Loaded: Double/Triple Play Promotion						
 <b>For your regional rep, please visit affiliate.</b> scrippsnetworks.com								
		Scripps Networks Real Rewards						
 <b>Rosanna Falzone</b> 215-286-2502 rosanna_falzone@comcast.com			Drive, Chip & Putt					
		PGA TOUR Kick-Off			Father's Day Dream Trip			
					PGA Tour Off The Shelf			
 <b>Jagdeep Wadhvani</b> 786-866-3932 j.wadhvani@gotv.tv		Various Grassroots Events. Please ask GoTV rep.						
		Copa del Rey / Coppa Italia			Spanish League Title Race Heats Up	Spanish League Derby Real Madrid x Barcelona		
					Bundesliga Title Race Heats Up	Spanish League Final Stage	Spanish League Sweepstakes	
			Black History Month Specials and vignette integration & taggables		Gospel Dream Contest & Concert Special multi-platform integration			
 <b>Barbara Bekkedahl</b> 201-782-5124 barbara@gospelmusicchannel.com		Hometown Gospel NY & New Orleans multi-platform integration						
		Superbowl Gospel Celebration multiplatform-integration				Mother's Day Special taggables & sponsorship		
							Black Music Month Original Special sponsorship	
		Nightly genre specific taggables & sponsorship • The Kitchen Sink multi-platform integration						
		World Poker Tour						
 <b>Dennis Wald</b> 310-255-6847 dwald@gsn.com		Spin-To-Win Events • Taggable Tune-In Spots						
			Valentine's Day Celebration			Mother's Day	Father's Day	
 <b>Rita Caprino</b> 212-445-6643 ritacaprino@hallmarkchannel.com		Original Movie Taggables						
						Nancy Grace Promotion		
 <b>Caroline Kelley</b> 404-827-1570 caroline.kelley@turner.com								
				Dream Home Giveaway 2008 (Live) Promotion				
				Green Home Giveaway				
 <b>For your regional rep, please visit affiliate.</b> scrippsnetworks.com		Scripps Networks Real Rewards • "Watch For Us On HGTV" Static Clings • Secrets That Sell • Total Package Presentations						
			UFO Hunters			Ice Road Truckers		
 <b>For your regional rep, log on to</b> www.aetnjustclick.com		Taggable Programming Spots • Advertiser Appreciation Program						
		How To Look Good Naked Promotion					New Lifetime Summer Original Series	
 <b>Angela Johnson</b> 212-424-7336 ajohnson@lifetimetv.com		Every Woman Counts Campaign • Lifetime Original Series Taggables • Lifetime Original Movie Taggables Lifetime Aquired Series Taggables • Lifetime Advertiser Appreciation Program						
					LMN Mini-Series Promotion			
		LMN Original Movie Taggables • LMN Stunt Taggables • LMN Image Taggables • LMN Advertiser Appreciation Program						
 <b>For your regional rep, please log on to</b> mtvn.com							New/Now/Next Awards	
							True Colors Tour	
 <b>For your regional rep, please log on to</b> mtvn.com		Randy Jackson Presents America's Best Dance Crew						
					2008 MTV Movie Awards Promotion			
					MTV's Real World Hollywood			
		MTV Ultimate Promotion						
 <b>Nicole Schneiderjohn</b> 310-369-0847 Nicole.Schneiderjohn@foxcable.com								
		National Geographic Channel "Taggable Tune-In Spots"						

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Nick @ Nite Sponsorship spots							
	For your regional rep, please log on to mtvn.com						
Go, Diego, Go LIVE Tour "The Great Jaguar Rescue"							
The Backyardigans LIVE Tour							
Enhanced Costume Character Program - New Character! • Nick LIVE • GameLab En Vivo							
	Douglas Evan Dickstein 323-543-2734 ddickstein@sltv.com						
Jammin 2							
La Bruja Volunteerism PSA • Turn Up The Heat Promo • Speed It Up, Turn It Up, Live It Up Promo • Taggable Spots							
	Nicole Schneiderjohn 310-369-0847 nicole_schneiderjohn@foxcable.com		SPEED Gatorade Duels			SPEED All Star	
SPEED "Taggable Tune-In Spots"							
	For your regional rep, please log on to mtvn.com				Guy's Choice		
The Ultimate Fighter							
DEA							
The Factory							
Taggable Tune-In Spots							
	Rosanna Falzone 215-286-2502 rosanna_falzone@comcast.com			Dress For Success: Send-One-Suit Week			Clean House: Messiest Home Incentive
Taggable Tune-In Spots • Style Tips Evergreen Promotion • Wedding Tips Evergreen Promotion • Style Beauty Bus • Dress For Success Pro-Social Campaign							
	Jeff Rosenberg 212-210-5950 jrosenberg@tribune.com		Superbowl Sunday Marathon				
Mummers Parade							
Black History Month							
Chicago Auto Show							
NBA Basketball (featuring the Chicago Bulls)							
Chicago Cubs and White Sox Baseball							
Advertiser Sponsorable Comedy Blocks/Theme Movies/Marathons/Special Events							
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com						
NBA Playoffs Promotion							
Ready To Race Promotion							
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com						
TruTV Branding Promotion							
	Rich Millar 610-293-4811 rich.millar@tvguide.com		TV Guide LIVE at the Golden Globes	TV Guide LIVE at the Academy Awards			
TV Guide LIVE at the Grammy Awards							
Idol Tonight							
Hollywood 411 • Look-A-Like/The Fashion Team • InFANity							
	For your regional rep, please log on to mtvn.com						
High School Reunion							
TV Land Awards							
She's Got The Look							
Big 4-0							
Cause Change • TV Land's Prize Wheel • TV Land's Trivia Contest • Star Trek taggable Spot • M*A*S*H Taggable Spot • Extreme Home Makeover Taggable Spot							
	Carmella Snook 301-755-0015 csnook@tv-one.tv						
Build The Dream Black History Month Promotion							
G. Garvin's Food, Family and Fun Sweepstakes							
Get the 411 on Black Achievements							
	Rosanna Falzone 215-286-2502 rosanna_falzone@comcast.com						
NHL Stanley Cup Promotion							
Tour de France							
Versus Country • Taggable Spots • Get Versed Fishing Tips							
	For your regional rep, log on to mtvn.com						
VH1 Rock Honors							
Celebrity Ad Sales Promotion							
	Kathy Newberger 917-542-6302 knewberger@rainbow-media.com						
High School Confidential							
Bridezillas Promotion							
We Go Bridal Promotions • We Vote '08 Taggables • Advertiser Appreciation Program • Advertiser Solicitation Spots							
	Alex Dombrovich 770-226-2850 adombrovich@weather.com						
When Weather Changed History							
Weather Ready Safety Campaign • Weather Wall Event • School Book Covers • Taggable Tune-In Spots							