



CableNetwork PromotionCalendar January-June 2009

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

2 Time Locked
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3 Generic/Evergreen
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		FIRST QUARTER 2009			SECOND QUARTER 2009		
		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	For your regional rep, log on to www.aetnjustclick.com						
Taggable Programming Spots • Advertiser Appreciation Program							
	LAS Hotline 917-542-6295 las@rainbow-media.com		Breaking Bad				Mad Men
	Kiarra Smothers 212-846-3096 kiarra.smothers@mtvstaff.com	Celebration of Gospel			BET's Sunday Best		
			BET Honors				BET Awards 09
BET Taggable Tune-In Spots							
	Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com	School-Specific Basketball Spots					
		Network Brand Spot					
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com					Get Animated Tour	
						Cartoon Network Summer Promotion	
Toon TakeOver • Big Bash • Taggable Spots							
	For your regional rep, please log on to mtvn.com	CMT Gone Country					2009 CMT Music Awards
		My Big Redneck Wedding					
CMT Top 20 Taggable Spots • CMT Insider Taggable Spots							
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com				Anderson Cooper 360 Promotion		
Green Tips • Health Tips • Financial Tips • Taggable Spots							
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com						
Taggable Spots							
	For your regional rep, please log on to mtvn.com		Important Things with Demetri Martin				
					Krod Mandoon and the Flaming Sword of Fire		
Newsdesk Sweepstakes • The Daily Show/The Colbert Report Spot							
	Becky Samulowitz 860-766-9677 rebecca.m.samulowitz@disney.espn.com	NCAA College Basketball Taggable Spots - ESPN Networks					
		Secret Life of the American Teenager Original Programming/ Taggable Spots - ABC Family			Major League Baseball Taggable Spots- ESPN Networks		
	For your regional rep, please visit affiliate. scrippsnetworks.com						
Scripps Networks Real Rewards							
	Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com	E! 2009 Red Carpet Academy Awards Incentive					
Taggable Tune-In Spots • Advertise on Cable Spot • E! News - E! Studio Tour • See The Soup Sweepstakes • E! Play A Part Pro-Social Spots							
	For your regional rep, please visit affiliate. scrippsnetworks.com						
Scripps Networks Real Rewards							
	For your regional rep, please visit affiliate. scrippsnetworks.com						The Next Food Network Star
Scripps Networks Real Rewards							
	Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com		Happy Hour	Dave Ramsey Show			
Taggable Tune-In Spots							
	Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com			Breakfast With Fox & Friends			
Taggable Tune-In Spots							
	Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com						
Fox Soccer Channel "Taggable Tune-In Spots"							
	Alan Gutierrez 310-369-7556 Alan.Gutierrez@foxcable.com			Copa Santanader Libertadores			Copa Santanader Libertadores Finals
	Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com						
Fuel TV "Taggable Tune-in Spots"							



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FX Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com	nip/tuck promotion			Rescue Me Promotion			
	FX Has The Movies • FX "Taggable Tune-in Spots"						
74 Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com							
	Gycle: Electronics Recycling Pro-Social Campaign • Games Go Better with Broadband: High Speed Promotion • Fully Loaded: Double/Triple Play Promotion						
GAC GREAT AMERICAN COUNTRY For your regional rep, please visit affiliate. scrippsnetworks.com							
	Scripps Networks Real Rewards						
GOLF CHANNEL Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com	Golf Channel PGA TOUR Kick-Off Promotion						Golf Channel U.S. Open Week Promotion
	Golf Channel PGA Tour Tee It Up Promotion						
g gospel music channel. Mary Jeanne Cavanagh 212-613-4440 mcavanagh@gospelmusicchannel.com		Valentine's marathon: Taggable promos for every Thursday in February		Stellar Awards: Multi Platform Integrated Sponsorship	Tax Day Marathon Taggable Promos		
		Black History Month: Taggable promos and sponsorship			Dove Awards: Multi Platform Integrated Sponsorship	Mother's Day Marathon: taggables promos & sponsorship	
					Tax Day Marathon: Taggable Promos and sponsorship		
	Best Of the Stellas: Taggable promos & sponsorship • JD Lawrence's Community Service: Taggable promos & sponsorship Front Row Live: Taggable promos & sponsorship • Faith and Fame: Taggable promos & sponsorship • Making The Choir: Taggable promos & sponsorship						
GSN playeveryday Dennis Wald 310-255-6847 dwald@gsn.com		GSN LIVE - Host Search Events					
		High Stakes Poker taggable tune-in spot					
	Spin- To-Win Events • Catch 21 game events • GSN taggable tune-In Spots						
Hallmark CHANNEL Rita Caprino 212-445-6643 ritacaprino@hallmarkchannel.com		Valentine's Day Celebration				Mother's Day	
	Original Movie Taggables						
HLN Caroline Kelley 404-827-1570 caroline.kelley@turner.com				Morning Express With Robin Meade Promotion			
	Taggable Spots						
HGTV For your regional rep, please visit affiliate. scrippsnetworks.com		Dream Home Giveaway					
	Scripps Networks Real Rewards						
HISTORY For your regional rep, log on to www.aetnjustclick.com							
	Taggable Programming Spots • Advertiser Appreciation Program						
Lifetime Angela Johnson 212-424-7336 ajohnson@lifetimetv.com	Health & Wellness Promotion			Nora Roberts Original Movie Promotion			Summer Original Series Promotion
	Lifetime Original Movie Taggables • Lifetime Aquired Series Taggables • Lifetime Advertiser Appreciation Program						
LMN Lifetime Movie Network Angela Johnson 212-424-7336 ajohnson@lifetimetv.com				LMN Original Movie Promotion			LMN Original Movie Promotion
	LMN Original Movie Taggables Tune-In Spots • LMN Monthly Stunt Taggables Tune-In Spots • LMN Advertiser Appreciation Program						
MTV MUSIC TELEVISION® For your regional rep, please log on to mtvn.com		The City / The Real World Brooklyn					
					2009 MTV Movie Awards		
MTV Ultimate Promotion							
NATIONAL GEOGRAPHIC CHANNEL Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com							
	National Geographic Channel "Taggable Tune-In Spots"						
Nick atnite For your regional rep, please log on to mtvn.com							
	Family Matters Sponsorship Spot • George Lopez Sponsorship Spot						
NICKELODEON For your regional rep, please log on to mtvn.com	Dora Live! Tour						
		Kid's Choice Awards Ad Sales Promotion					
		Spectacular! Taggable Spot					
	Go, Diego, Go! Taggable SPot						
OUTDOOR CHANNEL Jeff Schmal 951-699-6991 jschmal@outdoorchannel.com					Spring Fever		
	This Land Is Your Land						
Ovation TV MAKE LIFE CREATIVE Deborah Cuffaro 212-672-4696 dcuffaro@ovationtv.com		I ♥ My Art			Framed - Photography	Unreal Worlds: The Art of Animation	
	Tall Dark & Classic			Tall Dark & Classic			Broadway
	Everything Is Art				Everything Is Art		



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<p>Lori Wallace 212-697-2565 lwallace@reelzchannel.com</p>	Awards Watch					Fantastic Summer	
	Red Carpet Premiere Coverage • First Fans Coverage • Production Notes Interstitials • Screen Test Interstitials • What I Learned From The Movies Interstitials						
<p>Tania Campos 323-317-9534 tcampos@sitv.com</p>	Fandemonium & Adrenalina CSR Incentive Campaign & Taggable Cross-Channel Spots				Backstage With The Vieras CSR Incentive Campaign & Taggable Cross-Channel Spots		
	Take The Lead - Advocacy PSA Honoring Latino Leaders of Today • Comic Quickies Taggable Cross-Channel Spots						
<p>Jon Dubin 323-463-1964 jdubin@sorpresatv.com</p>	Youth Art Contest: Denver DMA				Children's Day/ Dia del Nino Special	Cinco de mayo Special	
	Three Kings Day	Valentine's Day Special			Earth Day Special		
	Taggable Tune-In Spots • Cine Sorpresa! Movie nights sponsoring • Customized tips vignettes (health, sports, safety) Event Resources: costume characters • Programming block sponsorship						
<p>Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com</p>	Duel at Daytona					SPEED All-Star Race	
	Get in the Drivers Seat • SPEED "Taggable Tune-In Spots"						
<p>For your regional rep, please log on to mtvn.com</p>					Jesse James Is A Dead Man		
					The Ultimate Fighter Season 9		
						2009 Guys' Choice	
GameTrailers TV • TNA: IMPACT! • CSI: NY							
<p>Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com</p>			Style Beauty Bus			Clean House: Messiest Home Incentive	
	Taggable Tune-In Spots • Style Tips Evergreen Promotion • Wedding Tips Evergreen Promotion • Dress For Success Pro-Social Campaign						
<p>Caroline Kelley 404-827-1570 caroline.kelley@turner.com</p>							
	Taggable Spots						
<p>Caroline Kelley 404-827-1570 caroline.kelley@turner.com</p>	Trust Me Promotion					The Closer/ Summer Originals Promotion	
					NBA Playoffs Promotion		Ready To Race Promotion
	Taggable Spots						
<p>Caroline Kelley 404-827-1570 caroline.kelley@turner.com</p>			Digital Fingerprinting for Kids Tour				
	The Smoking Gun Presents: World's Dumbest Criminals Promotion						
Taggable Spots							
<p>Rich Millar 610-293-4811 rich.millar@tvguide.com</p>	TV Guide Red Carpet Awards Coverage						
	Look-A-Like • Hollywood 411 • InFANity • TV Watercooler						
<p>For your regional rep, please log on to mtvn.com</p>	Happy Days - A New Musical						
		High School Reunion					
					The Cougar		
					TV Land Awards	She's Got The Look	
	TV Land PRIME Taggable Spots						
<p>Carmella Snook 301-755-0015 csnook@tv-one.tv</p>		Our History Month				Our Music Month	
	Get the 411 on Black Achievement • Makeover Manor Vignettes • G. Garvin Vignettes Michelle Singletary - Sponsorable VOD • Get In On The Game - Affiliate Rewards Program						
<p>Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com</p>				Versus Stanley Cup Playoffs Promotion			
	Versus Country Tried & True Promotion						
<p>For your regional rep, log on to mtvn.com</p>				VH1 Rock Honors			
	VH1 Celebrealty						
							VH1 Celebrealty
<p>Chris Day 770-226-2212 cdlay@weather.com</p>	Tornado Week						
	Weather Ready Safety Campaign • Weather Wall Event • Check The Weather Evergreen Promotion • Taggable Tune-In Spots • Climate Tips						
<p>Local Advertising Sales Inquiries 917-542-6295 las@rainbow-media.com</p>	Platinum Weddings		Platinum Weddings The Locator				Bridezillas Amazing Wedding Cakes
		Little Miss Perfect			I Want To Save Your Life		
			We Go Bridal Week				