

# CAB CABLE NETWORK PROMOTION CALENDAR 7-12/08

**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

	THIRD QUARTER 2008			FOURTH QUARTER 2008		
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 <p>For your regional rep, log on to <a href="http://www.aetnjustclick.com">www.aetnjustclick.com</a></p>						
Taggable Programming Spots • Advertiser Appreciation Program						
 <p>Tom Calvin 469-464-4308 tcalvin@rainbow-media.com</p>	Mad Men Season 2 Promotion			Monsterfest		
Advertiser Solicitation Spots • Taggable Programming Spots						
 <p>Michael Van Bergen 704-557-2438 Michael_Van_Bergen@discovery.com</p>	Animal Planet Expo					
Taggable Tips & Local Advertiser Solicitation Reel • Event Resources: Costume Characters, Cardboard Cutouts, Events in a box Advertiser Incentive Program • R.O.A.R. for Animals Charitable Campaign						
 <p>Ianna Small 212-846-8084 ianna.small@mtvstaff.com</p>				BET Hip Hop Awards '08		
BET's Sunday Best						
BET Taggable Tune-In Spots						
 <p>Jennifer Herrera 310-369-0768 Jennifer.Herrera@foxcable.com</p>						
Taggable Football Spots						
Big Ten Network "Taggable Tune-In Spots"						
 <p>Caroline Kelley 404-827-1570 caroline.kelley@turner.com</p>			Star Wars Promotion			
Toon Takeover • Taggable Spots						
 <p>Caroline Kelley 404-827-1570 caroline.kelley@turner.com</p>	Black in America			CNN Election Promotion		
Financial Tips • Weather Tips • Health Tips • Green Tips						
 <p>For your regional rep, please log on to <a href="http://mtvn.com">mtvn.com</a></p>	The Roast			Indecision '08		
Indecision '08 Taggable						
Newsdesk Sweepstakes						
 <p>Michael Van Bergen 704-557-2438 Michael_Van_Bergen@discovery.com</p>						
Taggable Tips • Cash Cab Customized Advertiser Solicitation Spot • What's Your Dirtiest Job? Sweepstakes and Gift Opportunity Event Resources: Costume Characters, Cardboard Cutouts, Events in a box • Advertiser Incentive Program						
 <p>Michael Van Bergen 704-557-2438 Michael_Van_Bergen@discovery.com</p>						
What Would You Like To Discover on Discovery en Español? Sweepstakes and Gift Opportunity • Advertiser Incentive Program						
 <p>Becky Samulowitz 860-766-9677 rebecca.m.samulowitz@disney.espn.com</p>				ESPN Legends Of Monday Promotion		ABC Family 25 Days Of Christmas
SoapNet Beauty Lounge						
 <p>For your Scripps Network's rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a></p>			Blog Cabin 2008			
Scripps Networks Real Rewards						
 <p>Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com</p>						
Taggable Tune-In Spots • Advertise on Cable Spot • E! News - E! Studio Tour • E! Play A Part Pro-Social • E! See The Soup Sweepstakes						
 <p>For your Scripps Network's rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a></p>	Martha/Emeril Back-to-Back					
Scripps Networks Real Rewards						
 <p>For your Scripps Network's rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a></p>	Next Food Network Star					Season's Eatings
Scripps Networks Real Rewards • Food Network Tip Cards						
 <p>Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com</p>						
Taggable Tune-In Spots						
 <p>Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com</p>						College Challenge
Political Coverage Tune-In Spots						
 <p>Jennifer Herrera 310-369-0768 Jennifer.Herrera@foxcable.com</p>						
Taggable Major League Soccer Spots						
Taggable Barclays Premier League Spots						
Fox Soccer Channel Taggable Tune-In Spots						
 <p>Alan Gutierrez 310-369-7556 Alan.Gutierrez@foxcable.com</p>		Copa Nissan Sudamericana		Major League Baseball Post-Season & World Series		FIFA Club World Cup
Fox Sports En Español 2008 Incentive Campaign						
 <p>Jennifer Herrera 310-369-0768 Jennifer.Herrera@foxcable.com</p>						Rusty Malinowski - Wakeboarder Image Spot
Fuel TV Taggable Tune-in Spots						

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		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
 <b>Nicole Schneiderjohn</b> 310-369-0847 Nicole.Schneiderjohn@foxcable.com				FX Originals: Son's of Anarchy				
		FX Has the Movies Taggable Spot						
		FX Original Series Taggable Tune-in Spots						
 <b>Rosanna Thomas</b> 215-286-2502 rosanna_thomas@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. scrippsnetworks.com</b>			The Next GAC Star					
		Scripps Networks Real Rewards						
 <b>Rosanna Thomas</b> 215-286-2502 rosanna_thomas@comcast.com		Drive, Chip & Putt						
							2009 PGA TOUR Kick-Off	
	PGA Tour Tee It Up							
 <b>Mary Jeanne Cavanagh</b> 914-772-5143 mjccavanagh@gospelmusicchannel.com					Revolve Tour & Series		New Year's Eve Marathon	
				Labor Day Marathon		Thanksgiving Marathon		
				9/11 Remembrance	The Best of The Stellers Taggables & Sponsorship			Christmas At Union Station
		Hot List				Gospel Music Channel Video Awards		
		The Kitchen Sink Multi-platform Integration • Bobby Jones: Next Generation Presenting Sponsorship and Taggables Nightly Genre Programming Taggable & Sponsorship • Faith & Fame Original Series Sponsorship • Front Row Live Original Series Sponsorship						
 <b>Dennis Wald</b> 310-255-6847 dwald@gsn.com			World Poker Tour Tournaments and Tapings					
		World Poker Tour Promotion				Branding Promotion		
		Catch-21 Promotion						
		GSN Taggable Tune-In Spots • Spin-To-Win Events						
 <b>Rita Caprino</b> 212-445-6653 ritacaprino@hallmarkchannel.com		Back To School				Holiday		
		Original Movie Taggables						
 <b>For your Scripps Network's rep, please visit affiliate. scrippsnetworks.com</b>		Cable Mover Hotline						
			Summer Showdown				Holiday	
		HGTV Design Star 2008						
		Scripps Networks Real Rewards • HGTV Secrets That Sell • Green Tips						
 <b>For your regional rep, log on to www.aetnjustclick.com</b>								
		Taggable Programming and Holiday Spots • Advertiser Appreciation Program						
 <b>Angela Johnson</b> 212-424-7336 ajohnson@lifestimetv.com		Army Wives			Stop Breast Cancer for Life			
		Lifetime Original Movie Taggable Tune-In Spots • Lifetime Acquired Series Taggable Tune-In Spots • Lifetime Advertiser Appreciation Program						
 <b>Angela Johnson</b> 212-424-7336 ajohnson@lifestimetv.com			"Little Girl Lost" Promotion					
		LMN Original Movie Taggable Tune-In Spots • LMN Monthly Stunt Taggable Tune-In Spots • LMN Advertiser Appreciation Program						
 <b>Tiffany Harrison</b> 212-846-5989 mtvpartnermarketing@mtvn.com		MTV Video Music Awards						
		Real World Hollywood						
	Ultimate Promotion							
 <b>Nicole Schneiderjohn</b> 310-369-0847 Nicole.Schneiderjohn@foxcable.com						Expedition Week Taggable Spots		
		National Geographic Channel Taggable Tune-In Spots						
 <b>Jeff Schmal</b> 951-699-6991 jschmal@outdoorchannel.com		Cast And Call				Gear Up And Go		
		This Land Is Your Land						
 <b>Deborah Cuffaro</b> 212-672-4696 DCuffaro@OvationTV.com		American Revolutionaries			Framed - Vanity Fair Portraits		Art Basel 101	
			Bone Fish Grill - Notes From The Road			American Revolutionaries: Andy Warhol Factory People		
			Art Of War		Everything Is Art		Battle Of The Nutcracker	
		Happenings: Cultural Partnership Interstitials • My Art: User Generated Content • Every Big Artist Starts Small: Arts Education						

