

CABLETELEVISION ADVERTISING BUREAU, INC.

# CableNetwork

## PROMOTION CALENDAR

July-December 2012





**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.

Third Quarter 2012			Fourth Quarter 2012		
July	August	September	October	November	December

<p>For your regional rep, log on to <a href="http://aenetworksaffiliate.com">http://aenetworksaffiliate.com</a></p>	
<p>Contact: Mark Walton • Phone: 212-899-5017 Email: <a href="mailto:mwalton@theafricachannel.com">mwalton@theafricachannel.com</a> Affiliate Website: <a href="http://www.theafricachannel.com">www.theafricachannel.com</a></p>	
<p>Please contact your affiliate representative for more information 212-339-1850 Affiliate Website: <a href="http://bbcusaaffiliate.com">http://bbcusaaffiliate.com</a></p>	
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<p>Contact: Nicole Smith • Phone: 212-273-8018 Email: <a href="mailto:nsmith@current.com">nsmith@current.com</a> Affiliate Website: <a href="http://www.current.com">www.current.com</a></p>	
<p>Contact: JoAnn Costantini • Phone: 860-766-2266 Email: <a href="mailto:JoAnn.Costantini@disney.espn.com">JoAnn.Costantini@disney.espn.com</a> Affiliate Website: <a href="http://www.affiliate.disney.espn.com">www.affiliate.disney.espn.com</a></p>	
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<p>Contact: Trisha Patterson • Phone: 212-301-5722 Email: <a href="mailto:Trisha.patterson@foxnews.com">Trisha.patterson@foxnews.com</a> Affiliate Website: <a href="http://www.foxnewsaffiliates.com">www.foxnewsaffiliates.com</a></p>	
<p>Fox Networks rep or visit <a href="http://foxnetworksinfo.com">foxnetworksinfo.com</a> Affiliate Website: <a href="http://www.foxnetworksinfo.com">www.foxnetworksinfo.com</a></p>	
<p>Contact: Trisha Patterson • Phone: 212-301-5722 Email: <a href="mailto:Trisha.patterson@foxnews.com">Trisha.patterson@foxnews.com</a> Affiliate Website: <a href="http://www.foxnewsaffiliates.com">www.foxnewsaffiliates.com</a></p>	
<p>For contact information, please visit <a href="http://affiliate.scrippsnetworks.com">http://affiliate.scrippsnetworks.com</a></p>	
<p>Contact: Heidi Drucker • Phone: 212-613-4448 Email: <a href="mailto:hdrucker@gmctv.com">hdrucker@gmctv.com</a> Affiliate Website: <a href="http://watchgmctv.com">watchgmctv.com</a></p>	
<p>Contact: John Zaccario Phone: 646-557-2975 Email: <a href="mailto:jzaccario@gsn.com">jzaccario@gsn.com</a> Affiliate Website: <a href="http://corp.gsn.com">http://corp.gsn.com</a></p>	
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Rewards on the Spot					
			Jacob's Cross New Season		
Summerstage – Africa Concerts					
Know Your Heritage Campaign					
Copper					
BBC America taggable spots					
London Calling			Kenya Direct	Thailand Direct	
		Brazil Direct			
Taggable Spots					
How To Train Your Dragon					
Move it Movement					
		CNN Election		CNN Heroes	
Festival in a Box					
Workaholics • Tosh.0	Comedy Central Roast		Night Of Too Many Stars	Live Election Night Coverage	
		Tosh.0 • South Park • Brikleberry • Key & Peele			
				Holiday Promotion (November 19-December 25)	
Scripps Networks Real Rewards • Spot of the Month • Cooking Channel Tips					
Current Cause: Education/Volunteerism					
Current Elections: Conventions, Presidential Debates, Election Night					
Viewpoint with Eliot Spitzer • The Young Turks with Cenk Uygur • The War Room with Jennifer Granholm • Full Court Press with Bill Press • Talking Liberally with Stephanie Miller					
The Gavin Newsom Show • Vanguard • Viewer Created Ad Messages • Custom Sponsored Content					
		The Joy Behar Show			
ABC Family- Beverly Hills Nannies	ABC Family- Campus Crush	ABC Family- Switched at Birth	ABC Family- 13 Nights of Halloween	ABC Family- Countdown to 25 Days of Christmas	ABC Family- 25 Days of Christmas
Disney XD-Kickin' It, Lab Rats, and Tron					
ESPN-Major League Baseball taggable spots					
	ESPN-Barclays Premiere League taggable spots				
	ESPN-Mexican League Soccer taggable spots				
	ESPN-Monday Night Football taggable spots				
	ESPN-College Football taggable spots				
	ESPN-NFL Countdown taggable spots				
		ESPN-NBA Regular Season taggable spots			
			ESPN-College Basketball taggable spots		
ESPN Deportes-News and Information					
	Supercopa	Europa League			
Crash Week (June 25-July 13)					
Scripps Networks Real Rewards • Spot of the Month • DIY Quick Tips					
Scripps Networks Real Rewards • Spot of the Month • Food Network Tips					
Business Blast Taggable Tips • Taggable Tune-in Spots					
	FX Sons of Anarchy				
FX Has The Movies Promotion • STARspots					
America's Election HQ					
Taggable Tune-in Spots					
				GAC's Wrangler NFR (November 22-December 15)	
Scripps Networks Real Rewards • Spot of the Month					
Raising Izzie			October Baby	Coffee Shop	Christmas Angel
	Somebody's Child	To Love and To Cherish	Stellar Awards Nomination Concert	For Richer or Poorer Limited Series	Concert Benefiting The Special Olympics
Family Friday Night Movie Custom Integration • Customized Lower Thirds • Uptown Saturday Night Taggable Tune-ins/Billboards					
Family Sitcom Stunts Taggable Tune-ins/Billboards • Uplift Someone Pro-Social Initiative Custom Vignettes					
	The American Bible Challenge				
	Beat the Chefs				
	Pyramid				
	The Newlywed Game				
"Sizzling Summer" Stunt	"Summer School" Marathons	"Labor of Love" Stunt	Halloween "Scream Week"	"Family Feast" Marathon	"Beat the Clock" Holiday Tips
You Got Game Interstitials • Secret Word Dynamic Billboards • "Winning Moment" Tips					
Taggable Tune-in Spots / Billboards • Custom Co-Branded Vignettes					
Rewards on the Spot					

CABLE NETWORK PROMOTION CALENDAR JULY - DECEMBER 2012



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<p>Contact: Mary Ellen Bottone • Phone: 212-708-1604 Email: Me.bottone@smithsoniannetworks.com Affiliate Website: <a href="http://www.smithsonianchannel.com">www.smithsonianchannel.com</a></p>	<table border="1" style="width: 100%;"> <tr> <td colspan="5" style="background-color: #ADD8E6;">Air Disasters • The Real Story</td> </tr> <tr> <td style="background-color: #ADD8E6;">Forensic Firsts</td> <td></td> <td colspan="3" style="background-color: #ADD8E6;">Aerial America</td> </tr> <tr> <td></td> <td></td> <td style="background-color: #FFDAB9;">Russian Revolution</td> <td style="background-color: #FFDAB9;">Inside The Music</td> <td style="background-color: #FFDAB9;">Venom Islands</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="background-color: #FFDAB9;">Saving Haiti's Art</td> </tr> </table>	Air Disasters • The Real Story					Forensic Firsts		Aerial America					Russian Revolution	Inside The Music	Venom Islands					Saving Haiti's Art										
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<p>Contact: Christina O'Neal-Deutsch • Phone: 404-827-2162 Email: Christina.o'neal-deutsch@turner.com Affiliate Website: <a href="http://www.turnerresources.com">www.turnerresources.com</a></p>	<table border="1" style="width: 100%;"> <tr> <td colspan="4" style="background-color: #FFDAB9;">Trupidity</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="background-color: #FFDAB9;">truTV TBD</td> </tr> </table>	Trupidity							truTV TBD																						
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<p>For your Affiliate Sales Rep and to access more resources, visit <a href="http://www.viacomaffiliate.com">www.viacomaffiliate.com</a></p>	<table border="1" style="width: 100%;"> <tr> <td style="background-color: #FFDAB9;">Hollywood Exes</td> <td></td> <td></td> <td style="background-color: #FFDAB9;">VH1 Divas</td> </tr> </table>	Hollywood Exes			VH1 Divas																										
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<p>Local Ad Sales Inquiries <a href="http://affiliate.amcnetworks.com/we">http://affiliate.amcnetworks.com/we</a></p>	<table border="1" style="width: 100%;"> <tr> <td colspan="4" style="background-color: #C8E6C9;">"Every Kind of Family" Programming • Weddings on WE tv • Taggable Spots</td> </tr> </table>	"Every Kind of Family" Programming • Weddings on WE tv • Taggable Spots																													
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# Your Clients Complete Cable Advertising Tool

The screenshot shows the CableNation website interface. At the top, there's a navigation bar with links for Site Map, Contact Us, Member Access, and a search bar. Below that, a main header area includes the CableNation logo and a navigation menu with tabs: Why Cable?, Local Cable, Network Resources, MultiCultural, Publications, Press Center, and About CAB. The main content area is divided into several sections:
 

- Measurement Insights:** A section with a large eye graphic.
- Advanced TV:** A section with a graphic of a remote control.
- Media Tools:** A section with a graphic of a remote control.
- Industry News:** A section with a sub-header "Social Media: Talk-A-Little, Pick-a-Little..." and a date "Oct 28, 2011". The text discusses how social media influences consumer behavior.
- Features:** A section with a sub-header "2012 TV Facts - Place Your Order Today!" and a date "Oct 27, 2011". It mentions that CAB's 2012 TV Facts is a 120+ page marketing tool.

 On the right side of the interface, there's a "Cable Network Profiles" section with a "Cable Systems Directory" and several dropdown menus for browsing by individual network, multicultural groups, programming, demos, sports categories, and gender categories.



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From Cable Network Profiles to the latest Cable research. [www.theCAB.tv](http://www.theCAB.tv) will provide your clients with the broadest knowledge and expose them to the power of Cable Advertising.