



CABLE TELEVISION ADVERTISING BUREAU



# 2013 CABLE NETWORK Promotional Calendar

JANUARY - JUNE



CableNation





**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.

| First Quarter 2013 |          |       | Second Quarter 2013 |     |      |
|--------------------|----------|-------|---------------------|-----|------|
| January            | February | March | April               | May | June |

Rewards on the Spot

Pan African Film Festival Night of Tribute, Los Angeles, CA  
 Black History Month Campaign  
 Africa Day-Celebration  
 Know Your Heritage Campaign • Jacob's Cross • First Time Africa

Wild Things with Dominic Monaghan • Ripper Street • Spies of Warsaw  
 Orphan Black  
 BBC America taggable spots

Qatar Direct  
 Art of Russia  
 Croatia Direct  
 Ecuador Direct  
 Georgia Direct  
 Art of Spain  
 Live The Story  
 The World's Newsroom  
 Mozambique Direct  
 Art of Germany  
 Taggable Spots

The Jeselnik Offensive  
 Inside Amy Schumer  
 The Burn  
 The Ben Show • Nathan For You  
 Tosh 0  
 Workaholics • Kroll Show

Scripps Networks Real Rewards • Spot of the Month • Taggable Tips

Currently: Helping Heroes (WT)  
 Currently: Sustainable (WT)  
 Viewer Created Ad Messages/Viewer Created Content • Custom Sponsored Content • Joy Behar: Say Anything!  
 The Young Turks with Cenk Uygur • Viewpoint with Eliot Spitzer • The War Room with Jennifer Granholm • Full Court Press with Bill Press  
 Talking Liberally with Stephanie Miller • The Gavin Newsom Show • The John Fugelsang Show (WT) • Vanguard

ABC Family Taggables: Pretty Little Liars - Bunheads - The Lying game - Switched at Birth  
 Disney XD Taggables: Lab Rats - Kickin' It-Phineas and Ferb  
 ESPN Winter X Taggable  
 ESPNU SEC College Baseball Taggable  
 ESPNU College Lacrosse Taggable  
 ESPN Deportes Europa League  
 ESPN College Basketball Taggable  
 ESPN Deportes Copa del Rey  
 ESPN SportsCenter Taggable  
 ESPN MLB Taggable  
 NASCAR Taggable  
 ESPN Deportes News and Information Taggable

Scripps Networks Real Rewards • Spot of the Month • DIY Quick Tips

Scripps Networks Real Rewards • Spot of the Month • Taggable Tips

FBN "Open For Business"  
 Business Blast Taggable Tips

FX Justified  
 SPEED Daytona Speedweeks  
 FX Comedies Promotion  
 National Geographic Channel TBD  
 SPEED All-Star  
 UFC on FUEL TV Promotion  
 STARspots • FX Has The Movies Promotion

College Challenge  
 Taggable Tune-in Spots

Scripps Networks Real Rewards • Spot of the Month

Rewards on the Spot

**A&E**  
 For your regional rep, log on to <http://aenetworksaffiliate.com>  
 Phone: 212-210-1400

**The AFRICA CHANNEL**  
 Contact: Mark Walton • Phone: 212-899-5017  
 Email: [mwalton@theafricachannel.com](mailto:mwalton@theafricachannel.com)  
 Affiliate Website: [www.theafricachannel.com](http://www.theafricachannel.com)

**BBC AMERICA**  
 Contact: Kelly Murphy  
 Phone: 212-339-1770  
 Affiliate Website: <http://bbcusaaffiliate.com>

**BBC WORLD NEWS**  
 Contact: Kelly Murphy  
 Phone: 212-339-1770  
 Affiliate Website: <http://bbcusaaffiliate.com>

**COMEDY CENTRAL**  
 For your Affiliate Sales Rep and to access more resources, visit [www.viacomaffiliate.com](http://www.viacomaffiliate.com)

**COOKING CHANNEL**  
 For more information, please visit <http://affiliate.scrippsnetworks.com>

**CURRENT**  
 Contact: Francis Kane  
 Phone: 212-273-3287  
 Affiliate Website: [www.currentvpartners.com](http://www.currentvpartners.com)

**Disney and ESPN Media Networks**  
 Contact: JoAnn Costantini • Phone: 860-766-2266  
 Email: [JoAnn.Costantini@disney.espn.com](mailto:JoAnn.Costantini@disney.espn.com)  
 Affiliate Website: [www.affiliate.disney.espn.com](http://www.affiliate.disney.espn.com)

**diy network**  
 For more information, please visit <http://affiliate.scrippsnetworks.com>

**food network**  
 For more information, please visit <http://affiliate.scrippsnetworks.com>

**FOX BUSINESS**  
 Contact: Trisha Patterson • Phone: 212-301-5722  
 Email: [Trisha.patterson@foxnews.com](mailto:Trisha.patterson@foxnews.com)  
 Affiliate Website: [www.foxnewsaffiliates.com](http://www.foxnewsaffiliates.com)

**FOX NETWORKS**  
 Fox Networks rep or visit [foxnetworksinfo.com](http://foxnetworksinfo.com)  
 Affiliate Website: [www.foxnetworksinfo.com](http://www.foxnetworksinfo.com)

**FOX NEWS channel**  
 Contact: Trisha Patterson • Phone: 212-301-5722  
 Email: [Trisha.patterson@foxnews.com](mailto:Trisha.patterson@foxnews.com)  
 Affiliate Website: [www.foxnewsaffiliates.com](http://www.foxnewsaffiliates.com)

**GAC GREAT AMERICAN COUNTRY**  
 For more information, please visit <http://affiliate.scrippsnetworks.com>

**H2**  
 For your regional rep, log on to <http://aenetworksaffiliate.com>  
 Phone: 212-210-1400

# Cable Network Promotional Calendar JANUARY – JUNE 2013



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## 3

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#### First Quarter 2013

#### Second Quarter 2013

January

February

March

April

May

June

Valentine's Day

Mother's Day

Cedar Cove

Marie Taggables and Vignettes • Home and Family Taggables and Vignettes

Hallmark Channel Pet Project • Original Movie Taggables

2Q Promotion

Scripps Networks Real Rewards • Spot of the Month • HGTV Tips

Rewards on the Spot

Morning Express

Rewards on the Spot

Rewards on the Spot

NewNowNext Awards

RuPaul's Drag Race

Operation Vacation

What!? Logo Documentaries

Golden Girls

Fearce! • 1 Girl 5 Gays • Absolutely Fabulous • NewNowNext Minute • Bewitched

Teen Mom 2

Teen Wolf

Catfish: The TV Show

The World of Jenks, S2

Snooki & Jwoww

Awkward

Blogger Girls

The Nikki & Sara Show

Washington Heights

Real World: Portland

Buck Wild

Ridiculousness

Failosophy

MTV Movie Awards

Mario Lopez One-on-One • Curvy Girls

Jennifer Lopez Concert Special

Taggable Tune-In spots

Mighty Planes

Air Disasters

Aliens Inside Us

Mighty Ships

L.A. Frock Stars

Incredible Flying Cars

Catching Killers

40 Under 40

Elephant King

Secrets

Shackleton's Frozen Hell

Killer in the Caves

Shot That Saved the World

The Real Story

TBS – Cougar Town

TBS – NCAA

TBS – Men At Work

TNT – NBA All Star

TNT – NCAA

TNT – Dallas

TNT – NBA Playoffs

Trip Flip

2Q Promotion

Scripps Networks Real Rewards • Spot of the Month

truTV – Hard Core Pawn

truTV – NCAA

Programming for Women • Taggable Spots

Cubs & Whites Sox Opening Day

How I met Your Mother Superfan Aftershow

AFV Family Summer

HIMYM Valentine's Day "Best of Ted" Social TV Event

HIMYM "Mothers Madness" Social TV Event

Custom Co-branded Vignettes • Custom Social TV Activation



Contact: Michele Koch • Phone: 212-445-6664  
Email: michelekoch@crowmedia.com  
Affiliate Website: affiliate.cmfntv



For more information, please visit  
<http://affiliate.scrippsnetworks.com>



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Contact: Christina O'Neal-Deutsch • Phone: 404-827-2162  
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Affiliate Website: www.turnerresources.com



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<http://aenetworksaffiliate.com>  
Phone: 212-210-1400



For your regional rep, log on to  
<http://aenetworksaffiliate.com>  
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Contact: Ed Fogarty (SVP, Logo Ad Sales)  
Phone: 212-654-3012  
Email: Edward.Fogarty@logostaff.com  
Affiliate Website: <http://www.logotv.com/>



For your Affiliate Sales Rep and to access more resources, visit [www.viacomaffiliate.com](http://www.viacomaffiliate.com)



Contact: Will Arredondo  
Phone: 212-736-2810  
Affiliate Website: [www.affiliates.mynuvotv.com](http://www.affiliates.mynuvotv.com)



Contact: Mary Ellen Bottone • Phone: 212-708-1604  
Email: [Me.bottone@smithsoniannetworks.com](mailto:Me.bottone@smithsoniannetworks.com)  
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Local Ad Sales Inquiries  
<http://affiliate.amcnetworks.com/we>



Contact: Dave Rotem  
Phone: 212-210-5903  
Affiliate Website: [www.wgnamerica.com](http://www.wgnamerica.com)



## YOUR CLIENTS COMPLETE CABLE ADVERTISING TOOL



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

