

CABLE TELEVISION ADVERTISING BUREAU



2013 CABLE NETWORK Promotional Calendar

JULY-DECEMBER



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.

	Third Quarter 2013			Fourth Quarter 2013		
	July	August	September	October	November	December
A&E For your regional rep, log on to http://aenetworksaffiliate.com Email: affmkg@aenetworks.com Phone: 212-210-1400	Rewards on the Spot					
abc family Contact: Edem Dzubey Phone: 646-547-4815 Email: edem.dzubey@espn.com Affiliate Website: https://affiliate.disney.espn.com/login	Twisted	Ravenswood				
	The Fosters	25 Days of Christmas				
	Pretty Little Liars					
amc Contact: Kelly Hyland Email: kelly.hyland@amcnetworks.com Phone: 917-542-6288 Affiliate Website: affiliate.amcnetworks.com	Hell on Wheels			The Walking Dead		
	Breaking Bad • Low Winter Sun • Owner's Manual					
BBC AMERICA Contact: Kelly Murphy Email: kelly.murphy@bbc.com Phone: 212-339-1770 Affiliate Website: http://bbcusaffiliate.com	Copper					
	Top Gear					
	Dangerman: The Incredible Mr. Goodwin					
	Broadchurch					
	Being Human			Doctor Who 50th Anniversary		
	BBC America taggable spots					
BBC WORLD NEWS Contact: Kelly Murphy Email: kelly.murphy@bbc.com Phone: 212-339-1770 Affiliate Website: http://bbcusaffiliate.com	Changing Fortunes	Toughest Place to be a (Miner, Ferryman, Nurse)	Escape from the Boardroom	Singapore Direct, Horizons		
		Vietnam Direct, Art of America	Horizons (new)			
	Taggable Spots					
Bloomberg TELEVISION Contact: April Kozen Email: akozen@bloomberg.net Phone: 212-617-7394 Affiliate Website: www.Bloombergaffiliate.com	In the Loop with Betty Liu • Market Makers					
	Street Smart • Bloomberg West					
CN CARTOON NETWORK Contact: Christina O'Neal-Deutsch • Phone: 404-827-2162 Email: Christina.o'neal-deutsch@turner.com Affiliate Website: www.turnerresources.com		Dreamworks Dragons: Defenders of Berk				
CNN Contact: Christina O'Neal-Deutsch • Phone: 404-827-2162 Email: Christina.o'neal-deutsch@turner.com Affiliate Website: www.turnerresources.com			Anthony Bourdain Parts Unknown	CNN Heroes		
	Taggable Tips					
COMEDY TVLAND For your Affiliate Sales Rep and to access more resources, visit www.viacomaffiliate.com	Comedy Central Roast					
		Brickleberry				
		Key & Peele				
	The Jeselnik Offensive			South Park		
	D. History			Tosh.0		
	Futurama					
	John Oliver's New York Stand-Up Special					
COOKING CHANNEL For more information, please visit http://affiliate.scrippsnetworks.com				My Grandmother's Ravioli		
	Scripps Networks Real Rewards					
Disney XD Contact: Edem Dzubey Phone: 646-547-4815 Email: edem.dzubey@espn.com Affiliate Website: https://affiliate.disney.espn.com/login	Avengers		Lab Rats			
		Hulk and The Agents of S.M.A.S.H.	Kickin' It			
			Crash and Bernstein			
diy network For more information, please visit http://affiliate.scrippsnetworks.com	Holmes Makes it Right					
	Scripps Networks Real Rewards					
ESPN Contact: Edem Dzubey Phone: 646-547-4815 Email: edem.dzubey@espn.com Affiliate Website: https://affiliate.disney.espn.com/login	ESPY's	Supercopa		College Basketball		
	NASCAR Sprint Cup					
	Wimbledon	US Open (Tennis)			NBA	
	Open Championship	Monday Night Football				
	College Football					
	SportsCenter					
food network For more information, please visit http://affiliate.scrippsnetworks.com	Rachael vs. Guy Kids Cook-Off					
	Scripps Networks Real Rewards					
FOX BUSINESS Contact: Trisha Patterson • Phone: 212-301-5733 Email: Trisha.patterson@foxnews.com Affiliate Website: www.foxnewsaffiliates.com	Business Blast Taggable Tips					
			Business Blast Taggable Tips			
	Taggable Tune-in Spots					
FOX NETWORKS Contact: Fox Networks Rep Affiliate Website: www.foxnetworksinfo.com	FX Wilfred	FX Sons of Anarchy				
		FXX Promotion				
				FXM Movies		
	FOX Sports 1 Promotion					
	FX Has The Movies Promotion					
	Fox Networks STARspots					
	NGC Doomsday Preppers PSAs					
FOX NEWS channel Contact: Trisha Patterson • Phone: 212-301-5733 Email: Trisha.patterson@foxnews.com Affiliate Website: www.foxnewsaffiliates.com			10th Annual College Challenge			
	Taggable Tune-in Spots					

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Third Quarter 2013

Fourth Quarter 2013

July

August

September

October

November

December

GAC
GREAT AMERICAN COUNTRY
For more information, please visit affiliate.scrippsnetworks.com

H2
For your regional rep, log on to aenetworksaffiliate.com
Email: affmkg@aenetworks.com Phone: 212-210-1400

Hallmark CHANNEL
For more information, please visit affiliate.cmfn.tv

HGTV
For more information, please visit affiliate.scrippsnetworks.com

HISTORY
For your regional rep, log on to aenetworksaffiliate.com
Email: affmkg@aenetworks.com Phone: 212-210-1400

HLN
Contact: Christina O'Neal-Deutsch
Email: Christina.o'neal-deutsch@turner.com
Phone: 404-827-2162
Affiliate Website: www.turnerresources.com

IFC
Contact: Kelly Hyland
Email: kelly.hyland@amcnetworks.com
Phone: 917-542-6288
Affiliate Website: affiliate.amcnetworks.com

lifetime
For your regional rep, log on to aenetworksaffiliate.com
Email: affmkg@aenetworks.com Phone: 212-210-1400

lmn
For your regional rep, log on to aenetworksaffiliate.com
Email: affmkg@aenetworks.com Phone: 212-210-1400

MTV 2
Contact: Content Distribution and Marketing
Phone: 212-846-8000
Email: feedback@viacomaffiliate.com
Affiliate Website: www.viacomaffiliate.com

NUVO TV
Contact: Will Arredondo
Phone: 212-736-2810
Email: waredondo@mynvotv.com
Affiliate Website: www.affiliates.mynvotv.com

Smithsonian CHANNEL
Contact: Mary Ellen Bottone
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tbs
Contact: Christina O'Neal-Deutsch • Phone: 404-827-2162
Email: Christina.o'neal-deutsch@turner.com
Affiliate Website: www.turnerresources.com

TNT
Contact: Christina O'Neal-Deutsch • Phone: 404-827-2162
Email: Christina.o'neal-deutsch@turner.com
Affiliate Website: www.turnerresources.com

travel CHANNEL
For contact information, please visit <http://affiliate.scrippsnetworks.com>

tru TV
Contact: Christina O'Neal-Deutsch • Phone: 404-827-2162
Email: Christina.o'neal-deutsch@turner.com
Affiliate Website: www.turnerresources.com

UP UPLIFTING ENTERTAINMENT
Contact: Terry Holmstrom
Phone: 212-613-4453
Email: tholmstrom@UPtv.com

We TV
Contact: Kelly Hyland
Phone: 917-542-6288
Email: kelly.hyland@amcnetworks.com
Affiliate Website: affiliate.amcnetworks.com

WGN america
Contact: David Rotem EVP, Advertising Sales & Marketing
Phone: 212-210-5903
Email: drotem@tribune.com
Affiliate Website: www.wgnamerica.com

Third Quarter 2013			Fourth Quarter 2013		
July	August	September	October	November	December
Scripps Networks Real Rewards					
Rewards on the Spot					
Cedar Cove			Wrangler National Finals Rodeo		
Back To School		Countdown To Christmas			
Hallmark Channel Pet Project • Original Movie Taggables • Daytime Lifestyle Taggables & Vignettes					
Scripps Networks Real Rewards					
Rewards on the Spot					
Morning Express				Raising America • Taggable Tips	
Comedy Bang! Bang!		Comedy Bang! Bang!			
Birthday Boys					
Rewards on the Spot					
Rewards on the Spot					
Nick Cannon Presents: Wild' N Out			Guy Court		
Aint That America					
Guy Code Honors Comic Con					
What's Good					
Jennifer Lopez Special		Mario Lopez One on One			
House of Joy			Dribe		
Curvy Girls season 2					
Anjelah Johnson The Home Coming show		Step Away			
		Hispanic Heritage Promo Sports			
Taggable Tune-In spots					
Aerial America		Civil War 360		Rocking the Opera House: Dr. John	
Nature Shock		9/11: The Heartland Tapes			
The Real Story		The Day Kennedy Died			
Shuttle Discovery's Last Mission					
MLB Postseason					
Falling Skies		Legends			
Rock My RV with Bret Michaels		Hotel Impossible		Baggage Battles	
Scripps Networks Real Rewards					
Various Programming					
Heartland – Original Series			Guess Who's Coming To Christmas – Original Movie		
Family Addition Leigh Anne Tuohy – Original Series		In The Meantime – Original Movie		Teacher – Original Movie	
Bulloch Family Ranch – Original Series		Dove Awards - Original Music Special		Silver Bells – Original Movie	
The Perfect Summer – Original Movie		The Love Letter – Original Movie		Wow Christmas Concert – Original Music Special	
America's Christmas Channel					
Family UP Friday Night Movie					
LA Hair		Tamar & Vince		The Lylas	
House of Curves		Sanya's Glam & Gold		The Ruckers: Southern Royals	
Bridezillas		Braxton Family Values			
Marriage Boot Camp: Bridezillas		Obsessed with the Dress		Kendra on Top	
Programming for Women • Taggable Spots					
How I Met Your Mother Season 8 Rewind			How I Met Your Mother Fan's "Suit Up" Month		How I Met Your Mother "Slapsgiving" Celebration
Custom Co-Branded Vignettes					
Custom Social TV Activations					



YOUR CLIENTS COMPLETE CABLE ADVERTISING TOOL

The screenshot shows the CableNation website with a navigation menu including 'Why Cable?', 'Local Cable', 'Network Resources', 'Multicultural', 'Publications', 'Press Center', and 'About CAB'. The main content area features 'Industry News' with articles like 'Social Media: Talk-A-Little, Pick-a-Little...' and 'Streaming TV On Rise, More Millennials Watch Trad TV'. The 'Features' section highlights '2012 TV Facts - Place Your Order Today!' and 'Cable Captures 55% Of Total TV Viewing'.



CABLETELEVISION ADVERTISING BUREAU
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 Fax: **212.832.3268**
www.theCAB.tv

From Cable Network Profiles to the latest Cable research, www.theCAB.tv will provide your clients with the broadest knowledge and expose them to the power of Cable Advertising.

