

# CABLE NETWORK PROMOTION CALENDAR

## 7-12 2010

- 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 2010

### FOURTH QUARTER 2010

#### JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

contact networks for details and limits on participation

<p>Stacy Black 212-324-4770 sblack@rainbow-media.com</p>	Mad Men					
	Rubicon					
<p>For your regional rep, please log on to mtv.com</p>				The Walking Dead		
				BET Hip Hop Awards		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>	Move It Movement Tour					
				Tower Prep Promotion		
<p>To contact your Scripps Networks representative, please visit affiliate. scrippsnetworks.com</p>				Cooking Channel Promotion		
				Scripps Networks Real Rewards		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>				CNN Heroes Promotion		
				Taggable Spots • Home Tips • Health Tips • Financial Tips • Weather Tips • Green Tips		
<p>For your regional rep, please log on to mtv.com</p>	The Comedy Central Roast			Nick Swardson's Pretend Time Ugly Americans/South Park		
				Newsdesk Sweepstakes • The Daily Show/The Colbert Report Spot		
<p>Darren Finnie 212-967-5113 dfinnie@current.com</p>				Viewer Created Ad Messages • InfoMania • Rotten Tomatoes		
				Vanguard		
<p>To contact your Disney and ESPN Media Networks representative, please visit www.affiliate.disney.espn.com</p>	2010 FIFA World Cup™ - Taggable Spot and Promotional Materials			ESPN College Football - Taggable Spots		
	ABC Family's Campus Crush Event Taggables			ABC Family - 13 Nights of Halloween Taggable Spot		
<p>To contact your Scripps Networks representative, please visit affiliate. scrippsnetworks.com</p>	Crash Week					
				Scripps Networks Real Rewards		
<p>Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com</p>				Holiday Taggables		
				Scripps Networks Real Rewards • Recipe Tips		
<p>Nicole Schneiderjohn 310-369-0847 nicole.schneiderjohn@fox.com</p>	FX Originals Promotion			SPEED Dream Ride Promotion		
				National Geographic Great Migrations Promotion		
<p>Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com</p>	Willis Report					
				Taggable Tune-In Spots		
<p>Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com</p>				College Challenge		
				Taggable Tune-In Spots		
<p>Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com</p>				Gycle: Electronics Recycling Pro-Social Campaign • Games Go Better with Broadband: High Speed Promotion Fully Loaded: Double/Triple Play Promotion • Taggable Tune-In Promotion		
				Scripps Networks Real Rewards • GAC Superfan Promotion		
<p>Heidi Drucker 212-613-4448 heidi@gospelmusicchannel.com</p>	Christmas In July Taggable Promos and Sponsorship			Gospel Music Heritage Month Taggable Vignettes		
				Holiday-Themed Movies Taggable Promos and Sponsorship		
<p>Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com</p>				Dr. Quinn Medicine Woman Lost Season and Movies Stunt Taggable Promos and Sponsorship		
				Star-Studded Christmas Concerts Taggable Promos and Sponsorship		
<p>Dennis Wald 310-255-6847 dwald@gsn.com</p>	Soul Train Gospel Express Taggable Promos and Sponsorship			JD Lawrence's Community Service Multiplatform Integration		
				Scripps Networks Real Rewards		
<p>Agatha Zietala 212-445-6642 agathazietala@hallmarkchannel.com</p>				2011 PGA TOUR Kick-off Promotion		
				Golf Channel Tee It Up • Golf Channel Tune-In Promotion		
<p>Stacy Black 212-324-4770 sblack@rainbow-media.com</p>	GSN New Original Pet Show			Newlywed Game		
				Catch 21		
<p>Dennis Wald 310-255-6847 dwald@gsn.com</p>				Spin- To-Win Events • Catch 21 Game Events • GSN Taggable Cross-channel Spots		
				The Martha Stewart Show		
<p>Agatha Zietala 212-445-6642 agathazietala@hallmarkchannel.com</p>				Holiday		
				Original Movie Taggables		

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				Scripps Networks Real Rewards • Green Tips • Color Splash Tips • Spanish Language Tips		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>				Taggable Spots • Clark Howard Tips		
				2010 MTV Video Music Awards		
<p>For your regional rep, please log on to mtv.com</p>	The Hills/The City					
				The Hard Times of RJ Berger		
<p>Jeff Schmal 951-699-6991 ext. 210 jschmal@outdoorchannel.com</p>				Jersey Shore: Season 2		
				World Of Jenks		
<p>Debra Balamos 310-430-7565 DBalamos@ovationtv.com</p>				Gear Up and Go!		
				Outdoor Channel Corps		
<p>Amy Wayne 212-697-2527 awayne@reelz.com</p>	American Revolutionaries: The Directors			Men's Club Anatomy Lesson		
				Tall, Dark & Classic		
<p>For your regional rep, please log on to mtv.com</p>	Money, Money, Money It's A Crime			Art Out Loud		
				Battle Of The Nutcrackers		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>				Fall Movie Preview		
				Telluride & Toronto Film Festival Coverage		
<p>Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com</p>				Holiday Movie Guide		
				Red Carpet Coverage • Hollywood Headlines • REELZCHANNEL Recommends • First Fans Coverage		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>				The Ultimate Fighter 12		
				Pros Vs. Joes		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>				Video Game Awards		
				Scream 2010		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>				TNA: IMPACT		
				Taggable Tune-In Promotion • Style Tips Promotion • Dress For Success Pro-Social Campaign • Fight With Style: Skin Cancer Pro-Social Campaign		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>	Neighbors From Hell Promotion					
				Taggable Spots		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>	Memphis Beat/Hawthorne Promotion					
				Rizzoli & Isles Promotion		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>	Ready To Race NASCAR on TNT Promotion			MLB Postseason Promotion		
				Taggable Spots		
<p>To contact your Scripps Networks representative, please visit affiliate. scrippsnetworks.com</p>	Travel Channel's Man v. Food			Travel Channel's Ghost Adventures		
				Scripps Networks Real Rewards		
<p>Caroline Tanner 404-827-1570 caroline.tanner@turner.com</p>				Taggable Spots		
				TV Guide LIVE at the Emmy Awards		
<p>Rich Millar 610-977-0196 rich.millar@tvguide.com</p>				Curb Your Enthusiasm • Ugly Betty • Weeds		
				Get the 4.1 on Black Achievements Spots • Michelle Singletary Financial Tips for VOD		
<p>George Lima 301-755-2844 glima@tv-one.tv</p>	Tour de France Promotion					
				Taggable Spots		
<p>For your regional rep, please log on to mtv.com</p>	Do Something Awards			VH1 Divas		
				VH1 Q4 CelebReality		
<p>Local Advertising Sales Inquiries Stacy Black 212-324-4770 sblack@rainbow-media.com</p>	Bridezillas					
	My Fair Wedding with David Tutera			The Locator		
<p>Sandra Weber 770-226-2850 sweber@weather.com</p>	Raising Sextuplets			Downsized		
				You're Wearing That???		
<p>Sandra Weber 770-226-2850 sweber@weather.com</p>				Mother Knows Best (wt)		
				Amazing Wedding Cakes		
<p>Sandra Weber 770-226-2850 sweber@weather.com</p>				WE tv's Wedding Sunday		
				Hurricane Week Lightning Rod		
<p>Sandra Weber 770-226-2850 sweber@weather.com</p>	Why I Love Summer Week			Why I Love Fall Week Weather Proof		
				Why I Love Winter		
<p>Sandra Weber 770-226-2850 sweber@weather.com</p>				Survival Week		
				Ad Solicitation Spots • Taggable Tune-In Spots • Climate PSAs • WeatherREADY Safety/Preparedness PSAs • Weather Wall Event		
<p>Sandra Weber 770-226-2850 sweber@weather.com</p>				Ad Solicitation Spots • Taggable Tune-In Spots • Climate PSAs • WeatherREADY Safety/Preparedness PSAs • Weather Wall Event		
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