



# CableNetwork PromotionCalendar July-December 2009

**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 2009			FOURTH QUARTER 2009		
			JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	For your regional rep, log on to <a href="http://www.aetnjustclick.com">www.aetnjustclick.com</a>		Taggable Programming Spots					
	Local Advertising Sales Inquiries 917-542-6295 las@rainbow-media.com		Mad Men Season 3			Fearfest	The Prisoner	
	Mark Gall 212-339-1714 mark.gall@bbc.com		Torchwood: Children Of Earth	Robin Hood				
			Top Gear					
			Being Human					
BBC World News America • Taggable Tune-In Spots • Taggable Vignettes (ie Featuring Gordon Ramsay) • Lower Third Drivers								
	Kiarra Smothers 212-846-3096 kiarra.smothers@mtvstaff.com					BET Hip Hop Awards		
BET Original Programming • Blackbuster Movies • Taggable Spots								
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com		Get Animated Tour					
			The Othersiders Promotion			Star Wars: The Clone Wars Promotion		
Toon TakeOver • Taggable Spots								
	For your regional rep, please log on to <a href="http://mtvn.com">mtvn.com</a>		Can You Duet					
			CMT Crossroads			Dallas Cowboys Cheerleaders		
CMT Tour								
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com						CNN Heroes Promotion	
Health Tips • Financial Tips • Weather Tips • Green Tips • Taggable Spots								
	Caroline Kelley 404-827-1570 caroline.kelley@turner.com		Taggable Spots					
	For your regional rep, please log on to <a href="http://mtvn.com">mtvn.com</a>		Michael And Michael Have Issues					
			Tosh.O	The Comedy Central Roast Of Joan Rivers		Secret Girlfriend		
Newsdesk Sweepstakes • The Daily Show/The Colbert Report Spot								
	Rebecca Samulowitz 860-766-9677 rebecca.m.samulowitz@disney.espn.com						ABC Family 25 Days Of Christmas Promotion	
				2009 ESPN College Football Promotion				
	Michelle Scarola 212-807-5801 michelle.scarola@disney.com		Next X: Be The Next Action Sports Star			Disney XD Original Movie: Skyrunners		
Disney XD Original Series, Movies, Stunts: Sponsorships and Taggable Spots								
	To contact your Scripps Networks representative, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a>				Man Caves			
Scripps Networks Real Rewards • Scripps Network Real Rewards Cross-Channel Swag Bag Opportunity								
	Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com							
Taggable Tune-In Spots • Advertise on Cable Spot • E! News - E! Studio Tour • E! See The Soup Sweepstakes								
	For your regional rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a>							
Scripps Networks Real Rewards • Scripps Network Real Rewards Cross-Channel Swag Bag Opportunity								
	For your regional rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a>			The Next Iron Chef				
Scripps Networks Real Rewards • Scripps Network Real Rewards Cross-Channel Swag Bag Opportunity								
	Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com		America's Nightly Scoreboard		Dave Ramsey Show			
Taggable Tune-In Spots								
	Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com			Glenn Beck	College Challenge			
Taggable Tune-In Spots								
	Rosanna Thomas 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					
	For your regional rep, please visit affiliate. <a href="http://scrippsnetworks.com">scrippsnetworks.com</a>							
Scripps Networks Real Rewards • Scripps Network Real Rewards Cross-Channel Swag Bag Opportunity								
	Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com							2010 PGA TOUR Kick-off
Golf Channel Tee It Up • Taggable Tune-In Spots								



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<p><b>Janice Moore</b> 212-613-4449 janice@gospelmusicchannel.com</p>			9/11 Tribute Taggable Spots			GMC Music Video Awards Taggable Spots Season's Greetings Vignettes Taggable Spots Christmas Programs Taggable Spots
Faith and Fame: Taggable Spots • Front Row Live Taggable Spots • Revealed: Artist Spotlights Taggable Spots Stories That Inspire Us Taggable Spots • Ha! Comedy Vignettes Taggable Spots						
<p><b>Dennis Wald</b> 310-255-6847 dwald@gsn.com</p>	Big Saturday Night Promotion			LIVE! Themed Programming Event		
Spin- To-Win Events • Catch 21 Game Events • GSN Taggable Tune-In Spots						
<p><b>Rita Caprino</b> 212-445-6643 ritacaprino@hallmarkchannel.com</p>		Back To School				Holiday
Original Movie Taggables						
<p>To contact your Scripps Networks representative, please visit affiliate. scrippsnetworks.com</p>		Design Star				
Scripps Networks Real Rewards • Scripps Network Real Rewards Cross-Channel Swag Bag Opportunity						
<p>For your regional rep, log on to www.aetnjustclick.com</p>						
Taggable Programming Spots						
<p><b>Caroline Kelley</b> 404-827-1570 caroline.kelley@turner.com</p>						
Taggable Spots • Clark Howard Tips						
<p>For your regional rep, please log on to mtvn.com</p>		The Real World: Cancun				
		It's On With Alexa Chung				
		2009 Video Music Awards				
<p><b>Jeff Schmal</b> 951-699-6991 jschmal@outdoorchannel.com</p>				Gear Up And Go		
This Land Is Your Land						
<p><b>Tania Campos</b> 323-317-9534 tcampos@sitv.com</p>						
U.S. Census PSA Campaign						
						Hispanic Heritage Month Taggable Cross-Channel Spots
						Model Latina Miami & Backstage with the Vieras CSR Incentive Campaign & Taggable Cross-Channel Spots
						Model Latina Miami Finale Party: Los Angeles
My Reality Taggable Vignettes						
<p>For your MTVN/BETN rep, please visit mtvn.com</p>				SCREAM 2009		2009 Video Game Awards
The Ultimate Fighter: Heavyweights						
GameTrailers TV • TNA: iMPACT! • CSI: NY						
<p><b>Rosanna Thomas</b> 215-286-2502 rosanna_thomas@comcast.com</p>						
Taggable Tune-In Spots • Style Tips Promotion • Wedding Tips Promotion • Style Beauty Bus • Dress For Success Pro-Social Campaign						
<p><b>Caroline Kelley</b> 404-827-1570 caroline.kelley@turner.com</p>				MLB Postseason Promotion		George Lopez Promotion
Taggable Spots						
<p><b>Caroline Kelley</b> 404-827-1570 caroline.kelley@turner.com</p>		Summer Of Originals Promotion				
		NASCAR Ready To Race Promotion				
Taggable Spots						
<p><b>Caroline Kelley</b> 404-827-1570 caroline.kelley@turner.com</p>						
Digital Fingerprinting for Kids Tour						
Taggable Spots						
<p><b>Rich Millar</b> 610-293-4811 rich.millar@tvguide.com</p>		Big Movie Premiere	TV Guide Live At The Emmy Awards			
Look-A-Like • Hollywood 411 • American Idol Rewind						
<p><b>George Lima</b> 301-755-2844 glima@tv-one.tv</p>				TV One- Breast Cancer Initiative		
Get the 411s From TV One: Black Achievements • Breast Cancer Awareness Tips And Information Spots • TV One Rewards Program						
<p><b>Rosanna Thomas</b> 215-286-2502 rosanna_thomas@comcast.com</p>		Versus Tour de France Promotion				
Versus Country Tried & True Promotion						
<p><b>Local Advertising Sales Inquiries</b> 917-542-6295 las@rainbow-media.com</p>	Most Popular		The Locator Adoption Diaries My Fair Wedding Wedding Cake Wars Special		Platinum Babies	
		Secret Lives of Women				
WE tv's Wedding Sunday						
<p><b>Chris Day</b> 770-226-2212 cday@weather.com</p>						
Check Weather Promotion • Ad Solicitation Spots • Taggable Tune-In Spots • Climate PSAs • WeatherREADY Safety/Preparedness PSAs • Weather Wall Event						