

CABCABLE NETWORK PROMOTION CALENDAR

1-6 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.

contact networks for details and limits on participation

FIRST QUARTER 2010			SECOND QUARTER 2010		
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AMC Stacy Black 212-324-4770 srblack@rainbow-media.com			Breaking Bad		
BBC AMERICA Mark Gall 212-339-1714 mark.gall@bbc.com	Top Gear				
	Survivors				
			Doctor Who		
BBC World News America • BBC Earth • Taggable Tune-In Spots • Custom Taggable Vignettes (ie Featuring Gordon Ramsay) Lower Third Drivers • Custom Graphic Tips					
BET For your regional rep, please log on to mtvn.com	Celebration Of Gospel	Black History Month Taggable Vignette			BET Awards
	BET Honors		BET Sunday's Best		
BET Original Programming • Taggable Spots					
CN Caroline Tanner 404-827-1570 caroline.tanner@turner.com				Move It Movement Tour	
			Generator Rex Promotion		
Taggable Spots					
CMT For your regional rep, please log on to mtvn.com Get country.			Gator 911 & Danger Coast		
			CMT Music Awards		
Music Themed Spot					
CNN Caroline Tanner 404-827-1570 caroline.tanner@turner.com		Anderson Cooper 360 Promotion			
Home Tips • Health Tips • Financial Tips • Weather Tips • Green Tips • Taggable Spots					
COMEDY CENTRAL For your regional rep, please log on to mtvn.com	Important Things With Demetri Martin/ The Sarah Silverman Program				
Newsdesk Sweepstakes • The Daily Show/The Colbert Report Spot					
Disney and ESPN Media Networks To contact your Disney and ESPN Media Networks representative, please visit www.affiliate.disney.espn.com	ESPN Winter X Games Taggable Spot			MLB Taggable Spots	
	ABC Family Series Premiere - The Secret Life of the American Teenager Taggable Spot	NBA on ESPN RV Taggable Spots			
Disney XD Original Series, Movies, Stunts: Sponsorships and Taggable Spots • Disney XD Phineas and Ferb, Zeke and Luther: Sponsorships and Taggable Spots					
diy network To contact your Scripps Networks representative, please visit affiliate.scrippsnetworks.com	Scripps Networks Real Rewards				
E! Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com	E! 2010 Red Carpet Academy Awards Incentive				
Taggable Tune-In Spots • Advertise on Cable Spot • Chelsea Lately Sweepstakes • See The Soup Sweepstakes • E! Play A Part Pro-Social					
FLN To contact your Scripps Networks representative, please visit affiliate.scrippsnetworks.com	Scripps Networks Real Rewards				
food network To contact your Scripps Networks representative, please visit affiliate.scrippsnetworks.com					Next Food Network Star
Scripps Networks Real Rewards					
FOX CABLE NETWORKS Nicole Schneiderjohn 310-369-0847 Nicole.Schneiderjohn@foxcable.com	FX Justified Promotion			SPEED All Star Race Promotion	
				FX Originals Promotion	
FX Has The Movies Evergreen Promotion • SPEED Get In The Drivers Seat Promotion • SPEED Safe Driving PSAs • Nat Geo's Preserve Our Planet PSAs					
	UEFA Champion League FSE Promotion		Copa Santander Libertadores FSE Promotion		
FOX BUSINESS Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com			FBN Awareness Campaign		
Taggable Tune-In Spots					
FOX NEWS channel Trisha Patterson 212-301-5722 trisha.patterson@foxnews.com					Huckabee Promotion
Taggable Tune-In Spots					
74 Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com	Gycle: Electronics Recycling Pro-Social Campaign • Games Go Better with Broadband: High Speed Promotion • Fully Loaded: Double/Triple Play Promotion				
GAC To contact your Scripps Networks representative, please visit affiliate.scrippsnetworks.com	Scripps Networks Real Rewards				
GOLF CHANNEL Rosanna Thomas 215-286-2502 rosanna_thomas@comcast.com	2010 PGA TOUR Kick-off Promotion			US Open Week Promotion	
Golf Channel Original Programming • Taggable Spots					
Golf Channel Tee It Up					
gmc Heidi Drucker 212-613-4448 heidi@gospelmusicchannel.com	Family Friday Movies: Taggable Promos And Sponsorship	Black History Month: Taggable Promos And Sponsorship	Best of the Stellas: Taggable Promos And Sponsorship	Sisters of Spirit Concert: Taggable Promos And Sponsorship	
	The Stellar Awards: Taggable Promos And Sponsorship		Tax Free Joyful Day: Taggable Promos And Sponsorship		Father's Day Movie Marathon: Taggable Promos And Sponsorship
			Dove Awards: Multiplatform Integrated Sponsorship		Mother's Day Movie Marathon: Taggable Promos And Sponsorship
			Robert Townsend's Musical Theater of Hope: Multiplatform Integrated Sponsorships		
			Choir Doctor with Dorinda Clark Cole: Taggable Promos And Sponsorships		
Joyful Noise Cafe: Multiplatform Integrated Sponsorship • GMC Insiders: Vignettes Series • Ha! Comedy Vignettes Series					

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Bingo Blitz-Watch-Play-Win					2nd Annual Game Show Awards
High Stakes Poker Season 6					
Spin-To-Win Events • Catch 21 Game Events • GSN Taggable Cross-channel Spots					
	Valentine's Day			Mother's Day	
Original Movie Taggables					
		Dream Home			Design Star
Scripps Networks Real Rewards					
Morning Express with Robin Meade Promotion			HLN Prime Promotion		
Clark Howard Tips • Taggable Spots					
America's Best Dance Crew & Taking The Stage					
The Buried Life			2010 MTV Movie Awards		
Real World: DC					
Storytime Live! Tour					
		Kids' Choice Awards			
Dora the Explorer "You're the Explorer" Sweepstakes • Ni Hao, Kai-lan Sponsorship Spot • Costume Character Program					
Nick @ Nite Evergreen Ad Sales Promotion					
			Spring Fever		
This Land Is Your Land					
Tall, Dark & Classic				Tall, Dark & Classic	Music Of The Night: Broadway
	American Revolutionaries: Rock N' Soul		Ovation Staycation		American Revolutionaries: The Directors
Later, with Jools Holland Strip • American Revolutionaries Weekly					
Awards Watch				Fan-Tastic Summer	
Red Carpet Coverage • First Fans Coverage • REELZCHANNEL Spotlight					
Blue Mountain State/Entourage		The Ultimate Fighter II			
	Players				
		Deadliest Warrior			
Taggable Spots					
					Clean House: Messiest Home Incentive
Taggable Tune-In Spots • Style Tips Evergreen Promotion • Dress For Success Pro-Social Campaign					
			Original Programming Promotion		
Taggable Spots					
			NBA Playoffs Promotion		
			Original Programming Promotion		
				Ready To Race NASCAR on TNT Promotion	
Taggable Spots					
Taggable Spots					
TV Guide Network Award Season 2010					
Look-A-Like • Hollywood 411 • The Fashion Team					
	TV One's Our History Month				TV One's Our Music Month
Get the 411 on Black Achievements Spots • Michelle Singletary Financial Tips for VOD					
VH1 Q1 Celebrealty					VH1 Divas
Stanley Cup Playoffs Promotion					
Epic Cycle Promotion					
Platinum Weddings		Platinum Weddings		You're Wearing That???	Bridezillas
Rich Bride Poor Bride		The Locator			My Fair Wedding With David Tutera
Little Miss Perfect					Raising Sextuplets
WE tv's Wedding Week					
WE tv's Wedding Sunday					
Weather Proof		Tornado Week			Hurricane Week
Cantore Stories					
Why I Love Winter Week			Why I Love Spring Week		
Check the Weather Promotion • Ad Solicitation Spots • Taggable Tune-In Spots • Climate PSAs • WeatherREADY Safety/Preparedness PSAs • Weather Wall Event					
Weatherscan Windfall • Ad Solicitation Spots • Taggable Tune-In Spots • Climate PSAs • WeatherREADY Safety/Preparedness PSAs • Weather Wall Event					

GSN
Dennis Wald
310-255-6847
dwald@gsn.com
playeveryday

Hallmark CHANNEL
Rita Caprino
212-445-6653
ritacaprino@hallmarkchannel.com

HGTV
To contact your Scripps Networks representative, please visit affiliate.
scrippsnetworks.com

HLN
Caroline Tanner
404-827-1570
caroline.tanner@turner.com

MTV
For your regional MTVN/BET rep, please log on to mtvn.com

nickelodeon
For your regional rep, log on to mtvn.com

nick@nite
For your regional rep, log on to mtvn.com

OUTDOOR CHANNEL
Jeff Schmal
951-699-6991 ext. 210
jschmal@outdoorchannel.com

Ovation TV
Debra Balamos
310-430-7565
DBalamos@ovationtv.com

REELZ CHANNEL
Lori Wallace
212-697-2565
lwallace@reelzchannel.com

SPIKE
For your regional rep, please log on to mtvn.com
GET MORE ACTION

style NETWORK
Rosanna Thomas
215-286-2502
rosanna_thomas@comcast.com

tbs
Caroline Tanner
404-827-1570
caroline.tanner@turner.com

TNT
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caroline.tanner@turner.com
NOT REALITY. ACTUALITY.

TV GUIDE NETWORK
Rich Millar
610-977-0196
rich.millar@tvguide.com

tv one
George Lima
301-755-2844
glima@tv-one.tv

VH1
For your regional rep, please log on to mtvn.com

VS VERSUS
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rosanna_thomas@comcast.com

We TV
Simply Fascinating
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srblack@rainbow-media.com

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