



CableNation

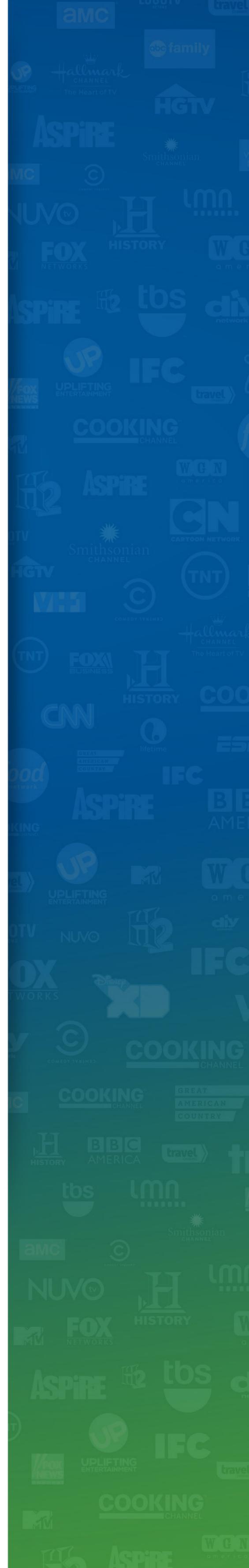
CABLE TELEVISION  
ADVERTISING BUREAU

CABLE  
NETWORK

PROMOTIONAL  
CALENDAR



2014





**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 2014**

**Second Quarter 2014**

January

February

March

April

May

June

**A&E**  
For your regional rep, log on to <http://aenetworksaffiliate.com>  
Email: [affmktg@aenetworks.com](mailto:affmktg@aenetworks.com) Phone: 212-210-1400

Rewards on the Spot

Pretty Little Liars

Pretty Little Liars

Ravenswood

Twisted

Switched at Birth

The Fosters

The Fosters

Melissa & Joey

Baby Daddy

The Walking Dead

Mad Men

Turn, Halt & Catch Fire

**abc family**  
Contact: Disney and ESPN Media Networks Rep  
Affiliate Website: <http://affiliate.disney.espn.com>

**amc**  
Contact: Kelly Hyland  
Email: [kelly.hyland@amcnetworks.com](mailto:kelly.hyland@amcnetworks.com)  
Phone: 646-273-7925  
Affiliate Website: [affiliate.amcnetworks.com](http://affiliate.amcnetworks.com)

**ASPIRE**  
Contact: Ty Johnson  
Phone: 770-692-4570  
Email: [tjohnson@uptv.com](mailto:tjohnson@uptv.com)

Groundbreaking Comedy

Groundbreaking Documentaries/Originals

Groundbreaking Movies

Groundbreaking Music

The Root 100

Laff Mob's We Got Next

Exhale

ABFF Independent

ASPIRE Vignettes

ASPIRE on The Reels (Behind the Scenes)

**BBC AMERICA**  
Contact: Kelly Murphy  
Email: [kelly.murphy@bbc.com](mailto:kelly.murphy@bbc.com) Phone: 212-339-1770  
Affiliate Website: [www.bbcusaaffiliates.com](http://www.bbcusaaffiliates.com)

Orphan Black

Fleming: The Man Who Would Be Bond

Ripper Street S2

BBC America Taggable Spots

**BBC WORLD NEWS**  
Contact: Kelly Murphy  
Email: [kelly.murphy@bbc.com](mailto:kelly.murphy@bbc.com) Phone: 212-339-1770  
Affiliate Website: <http://bbcusaaffiliate.com>

BBC World News Taggable Spots

HARDtalk

World News America

**CN**  
Contact: Michael Grad • Phone: 404-827-1570  
Email: [Michael.grad@turner.com](mailto:Michael.grad@turner.com)  
Affiliate Website: [www.turnerresources.com](http://www.turnerresources.com)

Stop Bullying Speak Up

Regular Show

**CNN**  
Contact: Michael Grad • Phone: 404-827-1570  
Email: [Michael.grad@turner.com](mailto:Michael.grad@turner.com)  
Affiliate Website: [www.turnerresources.com](http://www.turnerresources.com)

Chicagoland

Anthony Bourdain: Parts Unknown

Taggable Tips

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

Kroll Show

Tip Tank

Broad City

Nathan For You

@Midnight

Workaholics

Tosh.0

Review

Inside Amy Schumer

The Daily Show

The Colbert Report

**COOKING CHANNEL**  
Contact: Lisa Frisbie • Phone: 865-560-3962  
Email: [lfrisbie@scrippsnetworks.com](mailto:lfrisbie@scrippsnetworks.com)  
Affiliate Website: <http://www.SNIpartners.com>

Scripps Networks Real Rewards

**Disney XD**  
Contact: Disney and ESPN Media Networks Rep  
Affiliate Website: <http://affiliate.disney.espn.com>

Marvel Universe Block

Kickin' It, Lab Rats, Mighty Med, Crash & Bernstein-Monday Nights

**diy network**  
Contact: Lisa Frisbie • Phone: 865-560-3962  
Email: [lfrisbie@scrippsnetworks.com](mailto:lfrisbie@scrippsnetworks.com)  
Affiliate Website: <http://www.SNIpartners.com>

Scripps Networks Real Rewards

**ESPN**  
Contact: Disney and ESPN Media Networks Rep  
Affiliate Website: <http://affiliate.disney.espn.com>

Europa League

2014 World Cup Brazil

NBA

NBA Playoffs

CBB GameDay

MLB

BCS

X Games Aspen

Australian Open

Serie de Caribe

The Masters

NFL Draft

Copa del Rey

French Open

X Games Austin

**food network**  
Contact: Lisa Frisbie • Phone: 865-560-3962  
Email: [lfrisbie@scrippsnetworks.com](mailto:lfrisbie@scrippsnetworks.com)  
Affiliate Website: <http://www.SNIpartners.com>

Scripps Networks Real Rewards

**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 Business Sense Taggable Tips

Taggable Tune-In Spots

**FOX NETWORKS**  
Contact: Fox Networks Rep  
Affiliate Website: [www.foxnetworksinfo.com](http://www.foxnetworksinfo.com)

FX The Americans

NGC Promotion

FXX Comedy

FOX Sports 1 Promotion

STARspots

FX Has The Movies Promotion

NGC Brand Spots & Doomsday Preppers PSAs

**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)

College Challenge

Taggable Tune-In Spots

**GREAT AMERICAN COUNTRY**  
Contact: Lisa Frisbie • Phone: 865-560-3962  
Email: [lfrisbie@scrippsnetworks.com](mailto:lfrisbie@scrippsnetworks.com)  
Affiliate Website: <http://www.SNIpartners.com>

Scripps Networks Real Rewards

Farm Kings

**HGTV**  
For your regional rep, log on to [aenetworksaffiliate.com](http://aenetworksaffiliate.com)  
Email: [affmktg@aenetworks.com](mailto:affmktg@aenetworks.com) Phone: 212-210-1400

Rewards on the Spot

Valentine's Day

Mother's Day

Kitten Bowl

Father's Day

Original Series Taggables

Home & Family Taggables

**HGTV**  
Contact: Lisa Frisbie • Phone: 865-560-3962  
Email: [lfrisbie@scrippsnetworks.com](mailto:lfrisbie@scrippsnetworks.com)  
Affiliate Website: <http://www.SNIpartners.com>

Property Brothers

Scripps Networks Real Rewards

# Cable Network Promotional Calendar JANUARY– JUNE 2014



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## First Quarter 2014

## Second Quarter 2014

January

February

March

April

May

June

**HISTORY**  
For your regional rep, log on to [aenetworksaffiliate.com](http://aenetworksaffiliate.com)  
Email: [affmktg@aenetworks.com](mailto:affmktg@aenetworks.com) Phone: 212-210-1400

**HLN**  
Contact: Michael Grad • Phone: 404-827-1570  
Email: [Michael.grad@turner.com](mailto:Michael.grad@turner.com)  
Affiliate Website: [www.turnerresources.com](http://www.turnerresources.com)

**IFC**  
Contact: Kelly Hyland  
Email: [kelly.hyland@amcnetworks.com](mailto:kelly.hyland@amcnetworks.com)  
Phone: 646-273-7925  
Affiliate Website: [www.amcnetworks.com](http://www.amcnetworks.com)

**lifetime**  
For your regional rep, log on to [aenetworksaffiliate.com](http://aenetworksaffiliate.com)  
Email: [affmktg@aenetworks.com](mailto:affmktg@aenetworks.com) Phone: 212-210-1400

**lmn**  
For your regional rep, log on to [aenetworksaffiliate.com](http://aenetworksaffiliate.com)  
Email: [affmktg@aenetworks.com](mailto:affmktg@aenetworks.com) Phone: 212-210-1400

**LOGOTV**  
Contact: Jeannie Scalzo (SVP, Int Mktg & Gen Sales Mgmt.)  
Phone: 212-846-6169  
Email: [Jeannie.Scalzo@viacom.com](mailto:Jeannie.Scalzo@viacom.com)

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

**MTV 2**  
For your Affiliate Sales Rep and to access more resources, visit [www.viacomaffiliate.com](http://www.viacomaffiliate.com)

**NUVO**  
Contact: Will Arredondo  
Phone: 212-736-2810  
Email: [warredondo@mynuvotv.com](mailto:warredondo@mynuvotv.com)  
Affiliate Website: [affiliates.mynuvotv.com](http://affiliates.mynuvotv.com)

**Smithsonian CHANNEL**  
Contact: Mary Ellen Bottone  
Phone: 212-708-1604  
Email: [Me.bottone@smithsoniannetworks.com](mailto:Me.bottone@smithsoniannetworks.com)  
Affiliate Website: [www.smithsonianchannel.com](http://www.smithsonianchannel.com)

**tbs**  
Contact: Michael Grad • Phone: 404-827-1570  
Email: [Michael.grad@turner.com](mailto:Michael.grad@turner.com)  
Affiliate Website: [www.turnerresources.com](http://www.turnerresources.com)

**TNT**  
Contact: Michael Grad • Phone: 404-827-1570  
Email: [Michael.grad@turner.com](mailto:Michael.grad@turner.com)  
Affiliate Website: [www.turnerresources.com](http://www.turnerresources.com)

**travel CHANNEL**  
Contact: Lisa Frisbie • Phone: 865-560-3962  
Email: [lfrisbie@scrippsnetworks.com](mailto:lfrisbie@scrippsnetworks.com)  
Affiliate Website: <http://www.SNLpartners.com>

**tru**  
Contact: Michael Grad • Phone: 404-827-1570  
Email: [Michael.grad@turner.com](mailto:Michael.grad@turner.com)  
Affiliate Website: [www.turnerresources.com](http://www.turnerresources.com)

**UP UPLIFTING ENTERTAINMENT**  
Contact: Angela Cannon  
Phone: 770-692-4540  
Email: [acannon@UPTV.com](mailto:acannon@UPTV.com)  
Affiliate Website: <http://affiliate.UPTV.com>

**VH1**  
For your Affiliate Sales Rep and to access more resources, visit [www.viacomaffiliate.com](http://www.viacomaffiliate.com)

**We tv**  
Contact: Kelly Hyland  
Phone: 646-273-7925  
Email: [kelly.hyland@amcnetworks.com](mailto:kelly.hyland@amcnetworks.com)  
Affiliate Website: [affiliate.amcnetworks.com](http://affiliate.amcnetworks.com)

**WGN AMERICA**  
Contact: Dave Rotem  
Phone: 212.210.5903  
Email: [drottem@tribune.com](mailto:drottem@tribune.com)  
Affiliate Website: [wgnamerica.com](http://wgnamerica.com)

First Quarter 2014						Second Quarter 2014					
January	February	March	April	May	June	January	February	March	April	May	June
Rewards on the Spot											
Taggable Tips											
Portlandia			Spoils of Babylon			Comedy Bang! Bang!			Maron		
Rewards on the Spot											
Rewards on the Spot											
RuPaul's Drag Race						What!? Logo Documentaries					
Operation Vacation						Legendary Movies					
Fearce Movies						Sitcom Therapy (Golden Girls, Will & Grace, Roseanne, Absolutely Fabulous and more!)					
Topicals (Pop Culture, Fashion, Sports, etc.)						NewNowNext Minute					
Teen Wolf			Wolf Watch			Are You The One			Ridiculousness/Jerks with Camera/Fantasy Factory		
Teen Mom 2			Girl Code			Real World Ex-Plosion			2014 mtvu Woodies (Austin, TX)		
2014 MTV Movie Awards (LA)			2014 mtvu Spring Break			Rated MTV (Movies)			MTV First (Exclusive Movie Trailer & Music Video Premieres)		
Ain't That America with Lil Duval			Charlemagne and Friends			Guy Code			Jobs That Don't Suck		
(Untitled) MLB Fan Cave						What's Good					
STAND UP & DELIVER: CABO SAN LUCAS						MARIO LOPEZ ONE ON ONE SEASON 2					
Vevo TasteMakers						NU POINT OF VIEW					
LOVE & SALSA						KNOCK OUT					
DEXTER											
Mighty Ships			Mighty Planes			Museum Secrets Revealed			Breath of Freedom		
Aerial America						Air Disasters					
Cougar Town			NCAA®			NBA All Star			NCAA®		
NBA Regular Season						Dallas			NBA Playoffs		
Rizzoli & Isles						Falling Skies					
Scripps Networks Real Rewards											
Killer Karaoke						2Q Promotion					
NCAA®						Bulloch Family Ranch-Original Series					
Rocky Road-Premiere Movie						The Town That Came A Courtin'-Original Movie					
Heartland-Original Series						Dear Viola-Original Movie					
Book of Esther-Premiere Movie						Far From Home-Original Movie					
Love Finds You In Sugar Creek Ohio-Premiere Movie						The Stellar Awards LIVE					
Black History Month						Easter Celebration Destination					
My Mother's Future Husband-Original Movie						UP Family Friday Night Movie					
Uplift Someone Pro-Social Initiative											
Mob Wives			Single Ladies			Basketball Wives LA			Love & Hip Hop Atlanta		
T.I. & Tiny: The Family Hustle						Hit the Floor					
Best Week Ever											
Braxton Family Values			SWV Reunited			Marriage Boot Camp			Joan & Melissa: Joan Knows Best		
Mary Mary						LA Hair					
SALEM Premieres						Cubs & White Sox Opening Day					
HIMYM Valentine's Day "Best of INTERVENTIONS" Social TV Event						SALEM					
Custom Co-branded Vignettes											
"Best Of" How I Met Your Mother Social TV Stunts											
Hollywood Blockbuster Movie Sponsorships											



## YOUR CLIENTS COMPLETE CABLE ADVERTISING TOOL

The screenshot shows the CableNation website interface. At the top, there's a navigation bar with links for 'Why Cable?', 'Local Cable', 'Network Resources', 'MultiCultural', 'Publications', 'Press Center', and 'About CAB'. Below this is a search bar and a 'CableNation' logo. The main content area is divided into several sections: 'Cable Network Profiles' and 'Cable Systems Directory' with dropdown menus for browsing by network, multicultural groups, programming, demos, sports categories, and gender categories. There are also sections for 'Industry News' and 'Features' with various articles and links.

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



CABLETELEVISION ADVERTISING BUREAU

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