



CableNation

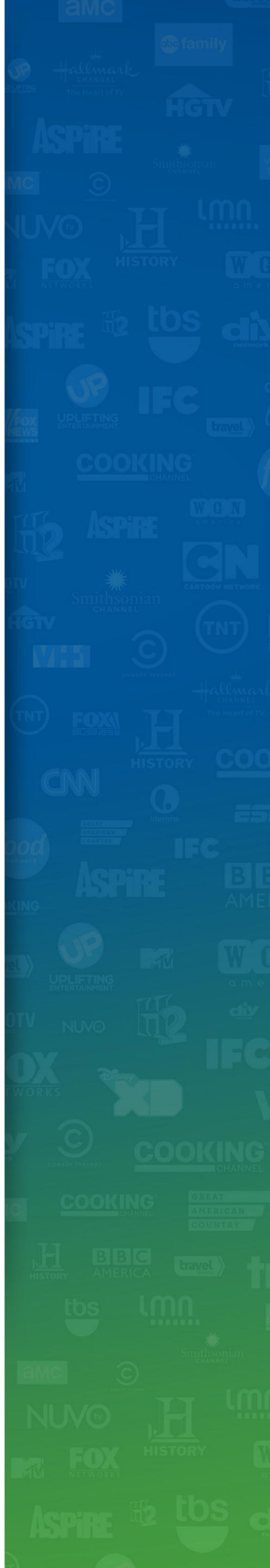
CABLE TELEVISION
ADVERTISING BUREAU

CABLE
NETWORK

PROMOTIONAL
CALENDAR



JULY - DECEMBER
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.

	Third Quarter 2014			Fourth Quarter 2014		
	July	August	September	October	November	December

<p>For your regional rep, log on to http://aenetworksaffiliate.com Email: affmktg@aenetworks.com Phone: 212-210-1400</p>	Rewards on the Spot					

<p>Contact: Disney and ESPN Media Networks Rep Affiliate Website: http://affiliate.disney.espn.com</p>	Chasing Life					
	Pretty Little Liars					
				13 Nights of Halloween		25 Days Of Christmas

<p>Contact: Kelly Hyland Email: Kelly.Hyland@amcnetworks.com Phone: 646-273-7925 Affiliate Website: affiliate.amcnetworks.com</p>	Hell on Wheels					
				The Walking Dead		
				Talking Dead		
	4th and Loud					

<p>Contact: Ty Johnson Phone: 770-692-4570 Email: tjohnson@aspire.tv</p>	Groundbreaking Movies					
	Groundbreaking Comedy					
	Ground Breaking Originals/Documentaries					
	Exhale		ABFF Independent		The Root 100	
				HBCU Sports		
	I ASPIRE Vignettes					
	ASPIRE On The Reel Vignettes					
	ASPIRE Change the Game Vignettes					

<p>Contact: Jennifer Stamm Email: Jennifer.stamm@bbc.com Phone: 212-339-1772 Affiliate Website: www.bbcusaaffiliates.com</p>	BBC America					

<p>Contact: Jennifer Stamm Email: Jennifer.stamm@bbc.com Phone: 212-339-1772 Affiliate Website: www.bbcusaaffiliates.com</p>	BBC World News Taggable Spots					

<p>Contact: Michael Grad • Phone: 404-827-1570 Email: Michael.grad@turner.com Affiliate Website: www.turnerresources.com</p>	Adventure Time					

<p>Contact: Michael Grad • Phone: 404-827-1570 Email: Michael.grad@turner.com Affiliate Website: www.turnerresources.com</p>	Somebody's Gotta Do It					
	Tips					

<p>For your Affiliate Sales Rep and to access more resources, visit www.viacomaffiliate.com</p>	Nathan For You		Brickleberry			
			South Park			
	Drunk History		Stand Up Revolution			
			Key & Peele			
			Adam Devine's House Party			
	The Half Hour		Tosh.0			
	The Meltdown with Jonah and Kumail					
	The Daily Show					
	The Colbert Report					
	@midnight					

<p>Contact: For your SNI Representative, please visit SNIpartners.com Affiliate Website: http://www.SNIpartners.com</p>	Scripps Networks Real Rewards					

<p>Contact: Disney and ESPN Media Networks Rep Affiliate Website: http://affiliate.disney.espn.com</p>	7D			STAR WARS REBELS		
				Pranksgiving		

<p>Contact: For your SNI Representative, please visit SNIpartners.com Affiliate Website: http://www.SNIpartners.com</p>	Vanilla Ice Goes Amish					
	Scripps Networks Real Rewards					

<p>Contact: Disney and ESPN Media Networks Rep Affiliate Website: http://affiliate.disney.espn.com</p>	The Open Championship		Major League Baseball		College Basketball	
	2014 FIFA World Cup™		US Open Tennis			
	NCAA College Football					
	Monday Night Football					
	SportsCenter					

<p>Contact: For your SNI Representative, please visit SNIpartners.com Affiliate Website: http://www.SNIpartners.com</p>	Cutthroat Kitchen: Superstar Sabotage					
	Scripps Networks Real Rewards					

<p>Contact: Fox Networks Rep Affiliate Website: www.foxnetworksinfo.com</p>	FX The Bridge		FX Sons of Anarchy			
	FXX The Simpsons Promotion					
					FOX Sports 1 FOXTÖBERFEST Promotion	
	STARspots					
	FX Has The Movies Promotion					

<p>Contact: For your SNI Representative, please visit SNIpartners.com Affiliate Website: http://www.SNIpartners.com</p>	Ultimate Sportsman's Lodge					
	Scripps Networks Real Rewards					

<p>For your regional rep, log on to aenetworksaffiliate.com Email: affmktg@aenetworks.com Phone: 212-210-1400</p>	Rewards on the Spot					

<p>For more information, please visit affiliate.cmfn.tv</p>	Cedar Cove			Countdown to Christmas		
				Hero Dog Awards		
	Home & Family Taggables					
	Original Movie Taggables					

<p>Contact: For your SNI Representative, please visit SNIpartners.com Affiliate Website: http://www.SNIpartners.com</p>	Scripps Networks Real Rewards					

<p>For your regional rep, log on to aenetworksaffiliate.com Email: affmktg@aenetworks.com Phone: 212-210-1400</p>	Rewards on the Spot					

Cable Network Promotional Calendar JULY - DECEMBER 2014



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Third Quarter 2014

Fourth Quarter 2014

July

August

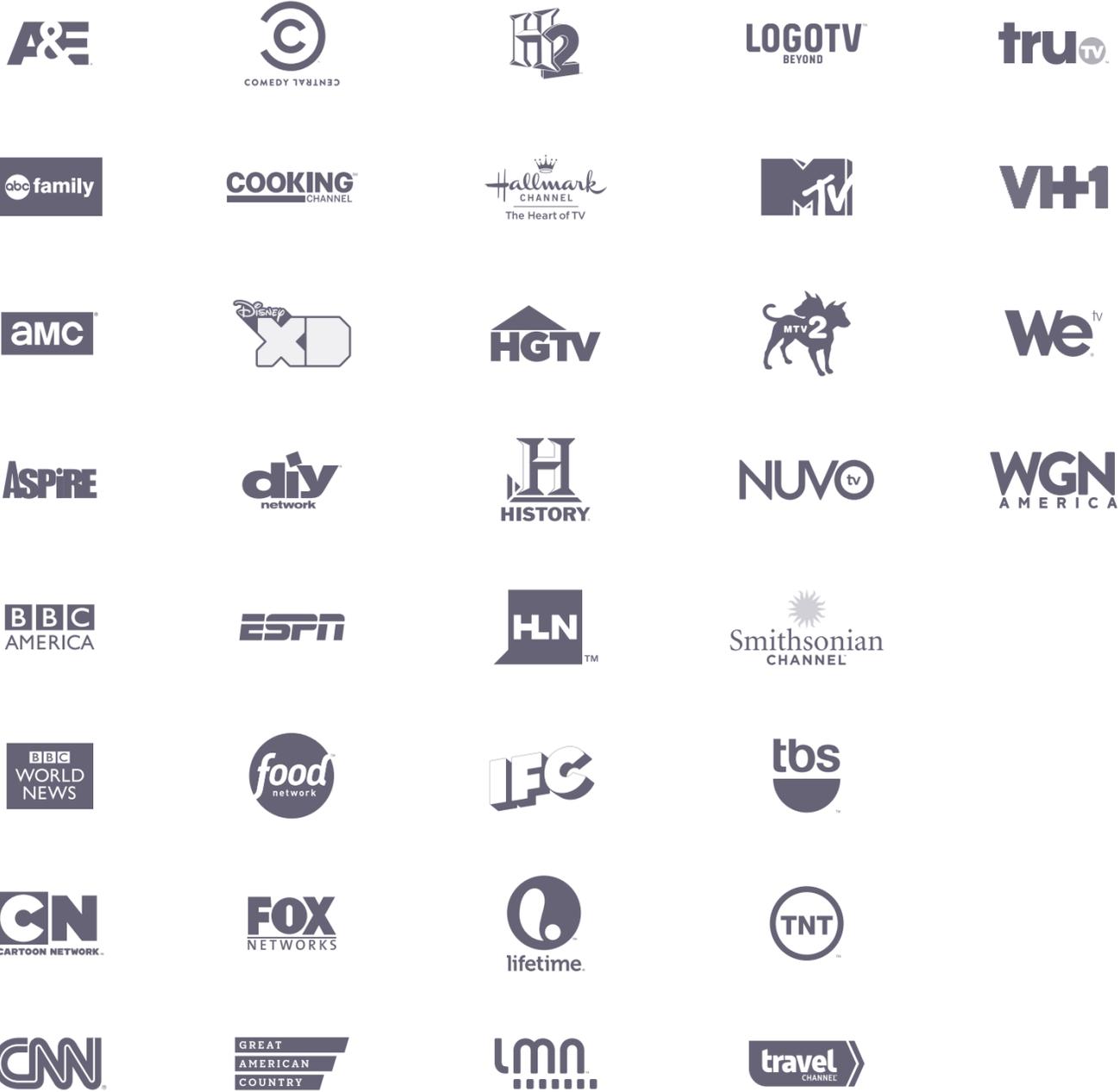
September

October

November

December

<p>Contact: Michael Grad • Phone: 404-827-1570 Email: Michael.grad@turner.com Affiliate Website: www.turnerresources.com</p>				Morning Express		
	Tips					
<p>Contact: Kelly Hyland • Phone: 646-273-7925 Email: Kelly.Hyland@amcnetworks.com Affiliate Website: affiliate.amcnetworks.com</p>		Garfunkel & Dates		Comedy Bang! Bang!		
				Birthday Boys		
<p>For your regional rep, log on to aenetworksaffiliate.com Email: affmktg@aenetworks.com Phone: 212-210-1400</p>	Rewards on the Spot					
<p>For your regional rep, log on to aenetworksaffiliate.com Email: affmktg@aenetworks.com Phone: 212-210-1400</p>	Rewards on the Spot					
<p>Contact: Patti Spodnik, M&E Ad Sales Phone: 212-846-8225 Email: patti.spodnik@viacom.com Affiliate Website: www.viacomaffiliate.com</p>	Operation Vacation (Season 2)				Logo NewNowNext Awards 2014	
		Secret Guide to Fabulous				
	NewNowNext Minutes (Pop Culture Updates)					
	Day Camp (Golden Girls, Will & Grace, Roseanne, The Nanny, Happy Endings, & More)					
	SuperPowers After Hours (X-Files, etc.)					
	Topicals (Pop Culture, Fashion, Sports, etc.)					
<p>For your Affiliate Sales Rep and to access more resources, visit www.viacomaffiliate.com</p>	Teen Wolf			2014 MTV EMA		
	Wolf Watch					
	Finding Carter					
	Ridiculousness					
	Snack-Off					
	Virgin Territory					
	Teen Mom 2 (Season 5B)					
		Are You The One? (Season 2)				
		Awkward (Season 4B)				
		Faking It				
		2014 MTV Video Music Awards				
	Rated MTV (Movies)					
MTV First (Exclusive Movie Trailer & Music Video Premieres)						
<p>For your Affiliate Sales Rep and to access more resources, visit www.viacomaffiliate.com</p>	Wild n' Out		Nitro Circus Live			
	Off the Bait					
	Mac Miller and the Most Dope Family (Season 2)					
<p>Contact: Will Arredondo Phone: 212-736-2310 Email: warredondo@mynuvotv.com Affiliate Website: affiliates.mynuvotv.com</p>	Los Jets		Stand Up & Deliver			
	Mario Lopez One on One					
	NU Point of View			NU Point of View		
	DEXTER					
<p>Contact: Mary Ellen Bottone Phone: 212-708-1604 Email: maryellen.bottone@smithsonianchannel.com Affiliate Website: smithsonianchannel.com</p>	Air Disasters				Rise of the Killer Virus	
	Aerial America: Alaska	Speed Kills		Secrets		
	I Was a Jet Set Stewardess			Air Warriors	Truly Strange	
	Real Lion Queen and Leopard Fight Club		Aerial America: Wilderness			
<p>Contact: Michael Grad • Phone: 404-827-1570 Email: michael.grad@turner.com Affiliate Website: www.turnerresources.com</p>		MLB Postseason				
<p>Contact: Michael Grad • Phone: 404-827-1570 Email: michael.grad@turner.com Affiliate Website: www.turnerresources.com</p>	Rizzoli & Isles		On The Menu		NBA Regular Season	
	Falling Skies					
<p>Contact: For your SNI Representative, please visit SNIpartners.com Affiliate Website: http://www.SNIpartners.com</p>	Scripps Networks Real Rewards					
<p>Contact: Michael Grad • Phone: 404-827-1570 Email: michael.grad@turner.com Affiliate Website: www.turnerresources.com</p>	Motor City Masters					
<p>For your Affiliate Sales Rep and to access more resources, visit www.viacomaffiliate.com</p>	Love & Hip Hop Atlanta					
	T.I. & Tiny					
	Hit the Floor					
	Linda Perry					
	Dating Naked					
	Candidly Nicole					
	Leann & Eddie					
<p>Contact: Kelly Hyland Phone: 646-273-7925 Email: kelly.hyland@amcnetworks.com Affiliate Website: affiliate.amcnetworks.com</p>	LA Hair				Love Thy Sister	
	Marriage Boot Camp: Reality Stars	David Tutera's CELEBRations		Tamar & Vince		
	Braxton Family Values					
	The Divide		Kendra on Top			
<p>Contact: Dave Rotem Phone: 212-210-5903 Email: drotem@tribunemedia.com Affiliate Website: www.wgnamerica.com</p>	Salem Finale		Manhattan Finale			
	Manhattan Premieres					
	Manhattan				HIMYM "Gift of Mother" Social TV Event	
			HIMYM Suit-Up Day			
			Salem Ssn 1 Halloween Marathon			
	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 with a navigation bar at the top containing links for 'Why Cable?', 'Local Cable', 'Network Resources', 'MultiCultural', 'Publications', 'Press Center', and 'About CAB'. Below the navigation is a search bar and a 'Cable Network Profiles' section with dropdown menus for browsing by individual network, multicultural groups, programming, demos, sports categories, and gender categories. The main content area features 'Industry News' with articles such as 'Social Media: Talk-A-Little, Pick-a-Little...' and 'Streaming TV On Rise, More Millennials Watch Trad TV'. There is also a 'Features' section with articles like '2012 TV Facts - Place Your Order Today!' and 'Cable Captures 55% Of Total TV Viewing'. The footer includes social media icons for RSS, Facebook, and Twitter.

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.



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www.theCAB.tv