



Media Plan

Below please find the media plan for the requested spot placement tied to the Synacor's new Fall promotion.

As a participating Affiliate, you have agreed to run 300 cross-channel spots between the hours of 6:00AM – 12:00AM during a two week period from August 14, 2006 to October 15, 2006.

Networks

Primary

- » TBS
- » TNT
- » USA Network
- » Lifetime
- » Nick-At-Nite
- » VH1
- » ESPN
- » Nickelodeon
- » Comedy Central

Secondary

- » SoapNet
- » Court TV
- » MTV
- » Style
- » E!
- » WE
- » TLC
- » A&E
- » HGTV
- » Oxygen
- » Bravo
- » ABC Family
- » Lifetime Movie Network

Requested Times (in order of preference):

Primetime

6:00PM – 11:00PM

Early Fringe

4:00PM – 6:00PM

Late Night

11:00 PM – Midnight

Weekends

Noon – Midnight

Other Media Materials

- » Direct mail
- » Bill insert
- » Online banner
- » CSR aids & poster

