

CBS drama

SPONSORSHIP



Sponsorship Opportunities from CBS Chello Zone and Sky Media

THE OPPORTUNITIES

Sky Media and Chellozone are pleased to offer an advertiser the opportunity to create a unique association with **CBS Drama**, through sponsorship of one of several packages. The sponsorship opportunities can run from one month - up to twelve months and include:

Daytime Sponsorship:	09:00 – 18:00
Prime Time Sponsorship:	18:00 – 24:00
Channel Sponsorship:	09:00 – 24:00*
<i>*We can extend this to include</i>	<i>24:00 – 9:00</i>

Bespoke:

We are also able to create bespoke packages which have varying themes and durations e.g. stunt weekends / stunt weeks / seasons. Please enquire for more details on bespoke packages.

ABOUT THE CHANNEL

CBS Drama is the home of modern drama classics from the US. A destination showcasing irresistible primetime series and world-renowned soaps. From shows that defined the genre to those that you'll be talking about in years to come, CBS Drama is a celebration of dramatic stories. We love colourful characters, compelling cliff-hangers, love stories, break-ups and happy endings. CBS Drama will make you laugh, or even shed a tear.

KEY BENEFITS & INSIGHTS

- CBS Drama is great for reaching an upmarket female audience
- CBS Drama has a weekly reach of over 590,000 individuals
- CBS Drama attracts a wide age range of viewers
- CBS Drama viewers are more likely to...
 - Enjoy nights out socialising
 - Go to the cinema and rent DVD's on a regular basis
 - Be interested in fashion and clothing

SCHEDULING AND SPONSORSHIP CREDITS

Daytime Sponsorship: 09:00 – 18:00
Prime Time Sponsorship: 18:00 – 24:00
Channel Sponsorship: 09:00 – 24:00

- Opening Credits: 15 seconds
- Closing Credits: 15 seconds
- Break bumpers: 2 x 5 second bumpers per centre break
- There are normally 3 centre breaks per one hour programme

SPONSORSHIP CREDITS AND HOURS

CBS DRAMA	1 Month Hours	1 Month Credits	3 Months Hours	3 Months Credits	6 Months Hours	6 Months Credits	12 Months Hours	12 Months Credits
Daytime	271	2,168	813	6,504	1,626	13,008	3,252	26,016
Prime Time	181	1,448	543	4,344	1,086	8,688	2,172	17,376
Channel	452	3,616	1,356	10,848	2,712	21,696	5,424	43,392

** Please note these figures are estimates and not guaranteed*

EXAMPLE OF PROGRAMMING TITLES AND SYNOPSES



MEDIUM

MEDIUM

Patricia Arquette stars as Allison DuBois devoted wife and law student who begins to suspect that she can talk to dead people, see the future in her dreams, and read people's thoughts. Allison endeavours to use this gift to help solve horrific crime but will she convince the doubters in the criminal justice system of her abilities?



DYNASTY

DYNASTY

The award winning drama series, the show captures the style of an era that was all about glamour; Emulated by its biggest star Joan Collins. The show has iconic status worldwide and was America's number 1 television series. With the 80's being so en vogue, it will capture a whole new generation as well as its loyal devotee's.



BOSTON LEGAL

BOSTON LEGAL

Alan Shore and Denny Crane lead a brigade of high-priced civil litigators in an upscale Boston law firm in a series focusing on the professional and personal lives of brilliant but often emotionally challenged attorneys.



FOOTBALLER'S WIVES

FOOTBALLER'S WIVES

They're young, they're rich, they're sexy, and they've got everything that money and fame can buy. The show tells the story of the extraordinary lives of three young couples – the Walmsleys, the Turners and the Pascoes – as they deal with life in the celebrity spotlight. Marriages, sex, drugs, high fashion, fast cars, staggering salaries, cat fights, flash mansions and copious affairs – it could only be *Footballer's Wives*.



BAD GIRLS

BAD GIRLS

Bad Girls is a powerful drama depicting the trials and triumphs of prison inmates and officers in a notorious women's prison. It's a tense and sexually charged atmosphere; it's a hidden world where anything can happen.



TOUCHED BY AN ANGEL

TOUCHED BY AN ANGEL

A light-hearted drama about an angel who comes into people's lives to provide inspiration when circumstances bring them to a Crossroads. The series was a huge success and has been nominated for eleven Primetime Emmy Awards and three Golden Globes.



CHARMED

CHARMED

Supernatural US series about sisters who must fulfil an ancient witchcraft prophecy. Keeping their paranormal identities separate and secret from their ordinary lives forms part of the series' tension and challenges, with the exposure of magic having far-reaching consequences on their relationships!

BROADCAST SPONSORSHIP COSTS

DAY TIME

1 Month:	£40,000	<i>(True Media Value ITV Women £68,000)</i>
3 Month:	£123,000	<i>(True Media Value ITV Women £205,000)</i>
6 Month:	£246,000	<i>(True Media Value ITV Women £410,000)</i>
12 Month:	£490,000	<i>(True Media Value ITV Women £820,500)</i>

PRIME TIME

1 Month:	£28,000	<i>(True Media Value ITV Women £45,000)</i>
3 Month:	£82,000	<i>(True Media Value ITV Women £137,000)</i>
6 Month:	£165,000	<i>(True Media Value ITV Women £275,000)</i>
12 Month:	£330,000	<i>(True Media Value ITV Women £550,000)</i>

CHANNEL

1 Month:	£66,000	<i>(True Media Value ITV Women £110,000)</i>
3 Month:	£190,000	<i>(True Media Value ITV Women £330,000)</i>
6 Month:	£395,000	<i>(True Media Value ITV Women £660,000)</i>
12 Month:	£790,000	<i>(True Media Value ITV Women £1.3 million)</i>

PREDICTED AUDIENCE DETAILS - 1, 3 6 AND 12 MONTH SPONSORSHIP

* Please note these figures are estimates and not guaranteed.

CBS Drama: Daytime	Inds	Adults	Women	Women 25-54	HWCH	HW 25-54	HW
Average TVR	0.02	0.02	0.03	0.03	0.02	0.03	0.02
1 Month: Total Actual TVRs	43.4	43.4	65.0	65.0	43.40	65.00	43.40
1 Month: 30" Equivalent TVRs	19.0	19.0	28.4	28.40	19.00	28.40	19.00
1 Month: Coverage 000s	2.0m	1.8m	1.0m	650K	300K	350K	1.1m
1 Month: Coverage %	3.5%	3.8%	4.2%	4.9%	4.4%	5.0%	4.3%
3 Months: Total Actual TVRs	130.2	130.2	195.0	195.0	130.2	195.0	130.2
3 Months: 30" Equivalent TVRs	57.0	57.0	85.3	85.3	85.3	85.3	57.0
3 Months: Coverage 000s	2.9m	2.7m	1.5m	850K	500K	450K	1.6m
3 Months: Coverage %	5.20%	5.70%	6.0%	6.7%	7.4%	6.3%	6.0%
6 Months: Total Actual TVRs	260.4	260.4	390.0	390.0	260.4	390.0	260.4
6 Months: 30" Equivalent TVRs	113.9	113.9	170.6	170.6	113.9	170.6	113.9
6 Months: Coverage 000s	3.0m	2.7m	1.5m	880K	420K	450K	1.6m
6 Months: Coverage %	5.3%	5.6%	7.0%	6.9%	6.2%	6.8%	6.2%
12 Months: Total Actual TVRs	520.0	520.0	780.0	780.0	520.0	780.0	520.0
12 Months: 30" Equivalent TVRs	227.5	227.5	341.3	341.3	341.3	341.3	341.3
12 Months: Coverage 000s	8.9m	7.9m	4.3m	2.5m	1.5m	1.4m	4.4m
12 Months: Coverage %	15.6%	16.6%	17.0%	20.0%	22.7%	20.8%	16.8%

CBS Drama: Primetime	Inds	Adults	Women	Women 25-54	HWCH	HW 25-54	HW
Average TVR	0.02	0.03	0.03	0.03	0.03	0.03	0.03
1 Month: Total Actual TVRs	29.0	43.4	43.4	43.4	43.4	43.4	43.4
1 Month: 30" Equivalent TVRs	12.7	19.0	19.0	19.0	19.0	19.0	19.0
1 Month: Coverage 000s	1.4m	1.3m	700K	400K	200K	180K	800K
1 Month: Coverage %	2.5%	2.7%	2.7%	3.1%	2.8%	2.8%	3.0%
3 Months: Total Actual TVRs	87.0	130.2	130.2	130.2	130.2	130.2	130.2
3 Months: 30" Equivalent TVRs	38.0	56.9	56.9	56.9	56.9	56.9	56.9
3 Months: Coverage 000s	2.9m	2.8m	1.5m	850K	500K	450K	1.6m
3 Months: Coverage %	5.2%	5.7%	6.0%	6.7%	7.4%	6.3%	6.0%
6 Months: Total Actual TVRs	174.0	260.0	260.0	260.0	260.0	260.0	260.0
6 Months: 30" Equivalent TVRs	76.1	227.5	227.5	227.5	227.5	227.5	227.5
6 Months: Coverage 000s	4.1m	3.9m	2.1m	1.1m	700K	650K	2.1m
6 Months: Coverage %	7.3%	7.9%	8.3%	9.0%	10.0%	9.3%	8.2%
12 Months: Total Actual TVRs	348.0	520.0	520.0	520.0	520.0	520.0	520.0
12 Months: 30" Equivalent TVRs	152.00	227.5	227.5	227.5	227.5	227.5	227.5
12 Months: Coverage 000s	7.1m	6.1m	3.4m	2.0m	1.2m	1.1m	3.5m
12 Months: Coverage %	12.4%	13.0%	13.6%	16.0%	18.2%	16.1%	13.4%

CBS Drama: Channel	Inds	Adults	Women	Women 25-54	HWCH	HW 25-54	HW
Average TVR	0.02	0.02	0.03	0.03	0.03	0.03	0.03
1 Month: Total Actual TVRs	72.3	72.3	104.5	104.5	104.5	104.5	104.5
1 Month: 30" Equivalent TVRs	31.6	31.6	45.7	45.7	45.7	45.7	45.7
1 Month: Coverage 000s	2.1m	1.8m	991K	600K	320K	300K	1.1m
1 Month: Coverage %	3.7%	3.8%	3.9%	4.7%	4.5%	4.5%	4.3%
3 Months: Total Actual TVRs	216.9	216.9	313.5	313.5	313.5	313.5	313.5
3 Months: 30" Equivalent TVRs	94.8	94.8	137.1	137.1	137.1	137.1	137.1
3 Months: Coverage 000s	3.9m	3.6m	2.0m	1.20m	700K	650K	2.1m
3 Months: Coverage %	7.0%	7.5%	8.0%	9.5%	9.9%	9.4%	8.3%
6 Months: Total Actual TVRs	433.8	433.8	627.0	627.0	627.0	627.0	627.0
6 Months: 30" Equivalent TVRs	189.7	189.7	274.3	274.3	274.3	274.3	274.3
6 Months: Coverage 000s	5.6m	5.1m	2.8m	1.6m	920K	900K	2.8m
6 Months: Coverage %	9.9%	10.6%	11.3%	13.0%	13.6%	13.1%	10.9%
12 Months: Total Actual TVRs	867.6	867.6	1254.0	1254.0	1254.0	1254.0	1254.0
12 Months: 30" Equivalent TVRs	379.5	379.5	548.6	548.6	548.6	548.6	548.6
12 Months: Coverage 000s	8.9m	7.9m	4.3m	2.5m	1.5m	1.4m	4.4m
12 Months: Coverage %	15.6%	16.4%	17.0%	20.0%	22.7%	20.8%	17.0%