

Opportunity

CBS Primetime Triple Threat

Sponsorship Opportunity 2020



Channel

CBSjustice
CBSreality
CBSdrama

Investment

Start

Available now

Platforms

- ☒ On-Air
- ☒ Online

The Opportunity

Sky Media and AMC Networks are excited to offer brands and advertisers the opportunity to sponsor primetime across CBS Justice, CBS Drama and CBS Reality. This package offers six hours a day across three channels of varied programming, from documentaries to docudramas, from long-running serial dramas to classic cult series.

About the Channels

CBS Justice is one of the biggest general entertainment channels in the country. Viewers will be thrilled by the twists and turns in these famous TV series such as NCIS and CSI Miami. Heroic characters from the many series and action and adventure films on offer will wow an audience who demand their TV with thrills.

CBS Reality is as unpredictable as real life. Be captivated, shocked and entertained by this award-winning channel, which brings you compelling and heartfelt factual documentary series and specials that will shock and challenge, inspire and motivate. Audiences may not have experienced the outrageous situations in Judge Judy, but they will certainly relate to the genuine human emotions shown.

CBS Drama is truly irresistible viewing. As the destination for iconic series, gritty storylines, passionate love affairs and cliff-hangers, viewers are guaranteed to be engrossed in the channel's sensational content. Showcasing much-loved iconic dramas such as ER and Medium, as well as family friendly shows like Father Dowling Mysteries and The Love Boat, there is a show for all fans of this highly popular genre.

Contact Details

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sky | MEDIA

Scheduling & Accreditation

Primetime

- 1800-2400
- Approx. 540 hours per month
- Approx. 4,320 sponsorship credits per month
- **15" Openers/Closers**
- **5" Break Bumpers** (3 breaks per 1 hour show)

Example Programming

CBS Justice

- NCIS
- NCIS: LA
- Scorpion
- CSI Miami

CBS Reality

- Judge Judy
- Murder Wall
- New Scotland Yard Files
- The Real Prime Suspect

CBS Drama

- Medium
- Father Dowling Mysteries
- Perry Mason

Online

The drama doesn't have to stop at on-air sponsorship. As part of any sponsorship campaign on the channels, CBS can offer online display media as added value. This will be primarily an MPU on the channel's homepage. However, we can further extend the association with social media activation.

CBS Justice

- Facebook – 19,363 Likes
- Twitter – 2,582 Followers

CBS Reality

- Facebook – 35,090 Likes
- Twitter – 6,124 Followers



CBS Drama

- Facebook – 43,708 Likes
- Twitter – 3,074 Followers



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