

# Opportunity

## Comedy Central Weekend Films & Comedy Central Extra Primetime Sponsorship Opportunity



### Channel



### Dates

Available now –  
3-month  
opportunity

## The Opportunity

For the first time ever, a brand has the chance to sponsor two exciting 18-34's opportunities across two channels, all combined under one brand-new package! **Primetime on Comedy Central Extra** is the perfect chance for a brand to align with Comedy Central's hilarious and well-loved content on a daily basis during peak hours. **Weekend Movies on Comedy Central** is the ideal opportunity to reach a youthful audience when they are relaxing and looking for a laugh. Covering a selection of genres from romcoms to action to high-school flicks, there really is something for everyone!

## Scheduling & Accreditation

### Comedy Central Extra Primetime sponsorship

- Approx. 4 x 5" and 2 x 10" idents per hour
- Monday – Sunday on Comedy Central Extra
- 1900-2400 hours
- Includes top rating title South Park!

### Comedy Central Weekend Films Sponsorship

- Approx. 8 x 10" idents per film
- Every Saturday & Sunday on Comedy Central
- Approx. 2 movies per weekend
- All movies starting pre 6pm

## The Channels

Across both channels, there is a range of unique commissions from the UK's biggest comedians, hits direct from the US and popular movies.

Example programming on Comedy Central Extra includes *Impractical Jokers*, *Your Face or Mine?*, *Bob's Burgers*, *Rick & Morty*, *South Park* and top stand-up from the likes of Jimmy Carr or Russel Howard! Comedy Central airs lovable films across the most fun days of the week, from Hollywood blockbusters to well-loved classics. Recent weekend movies have included *Legally Blonde 2*, *Bring It On*, *Bride Wars*, *Big Momma's House 2* and *Ferris Bueller's Day Off*.

## Contact Details

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