

RED CARPET SEASON GUIDELINES

- Promotion takes place January 9 - February 27, 2012

- 500 cross-channel spots must run throughout the promotion period: January 9 - February 27
 - 50% of spots must run from 6pm – midnight with the remainder of spots running 6am-midnight. No overnight spots will be allowed.

 - Spots can run on any combination of the following networks:
 - AMC, Comedy Central, A&E, History Channel, SyFy Channel, FX, Bravo, TV Guide, USA, TNT, Disney Channel, E!, Style, Lifetime, FOX News Channel, ESPN and TBS

 - Affidavits must be received by March 31, 2012

- Incentive fulfillment will begin April 1, 2012
 - 50 movie tickets will be distributed to all qualified participants