

STAR TREK VOYAGER®

CO-OP ADVERTISING

OVERVIEW

Simply stated, co-op advertising is any ad with a shared cost. In co-op, a distributor, such as Paramount Domestic Television, will pay part of your costs for advertising our programming product. This can include:

- Radio
- Outdoor
- Cable
- Print
- Non-traditional opportunities that you feel strongly about using--subject to Paramount's approval.

MEDIA CRITERIA: To qualify for co-op, you must meet certain Paramount guidelines, such as:

- Running on-air promos within compatible programming, or in time periods adjacent to the show you're promoting.
- Targeting your radio buys on stations that will deliver our key demo.
- Placing your Outdoor in demographically-targeted areas and on heavily-trafficked roads.

PROPOSAL INFORMATION / REQUIREMENTS: When you submit your co-op proposal to Paramount, please be sure to include the correct documentation, as outlined on the next page.



STAR TREK VOYAGER®

SHARED (CO-OP) ADVERTISING PROGRAM

We are happy to work with you on your co-op needs for STAR TREK: VOYAGER. In preparing a request for co-op, it is of critical importance to Paramount that you have a fixed schedule of spots which you are committed to running to promote VOYAGER -- especially :30s.

To request co-op, please review the guidelines below. A *Co-op Proposal Form* and an *On-Air Commitment Form* are also included, which you can attach to your local media plan.

- **WHAT WE LOOK FOR IN A LOCAL MEDIA PLAN**

When submitting your media plans for our evaluation, please keep the following guidelines in mind to facilitate the processing of your request:

MEDIA CRITERIA

MEDIA	RECOMMENDED GUIDELINES
ON-AIR	<ul style="list-style-type: none"> • Promos within compatible programming each half-hour in the 2 - 3 hours leading into STAR TREK: VOYAGER. • Promos during daytime, late night, and high-rated weekend programming.
RADIO	<ul style="list-style-type: none"> • Targeted stations based on demographic and psychographic research (i.e. Simmons, Media Audit, Scarborough). • Maximize each station's cume audience before moving to the next station. • 3 - 5 spots per day; narrow hours and narrow days per week to maximize frequency and stay within budget parameters.
OUTDOOR	<ul style="list-style-type: none"> • Boards placed in high-income areas, surrounding business centers and heavily traveled streets and highways.
CABLE	<ul style="list-style-type: none"> • Recommended for markets with systems that cover 50% or more of available households. • 30 - 40 spots per week. • Utilize cable network ratings in daypart averages in Nielsen book.
PRINT	<ul style="list-style-type: none"> • <i>TV Guide</i> (provided there is effective penetration in market). • Sunday supplement, including boldface listings.
NON-TRADITIONAL	<ul style="list-style-type: none"> • Please send a detailed description of the opportunity.



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- **WHAT WE NEED WITH YOUR CO-OP PROPOSAL**

Please take a moment to review the required information below so that you can include the requested documentation with your proposal.

MEDIA	WHAT TO SUBMIT WITH YOUR CO-OP PROPOSAL
ON-AIR	<ul style="list-style-type: none"> • On-air schedule, including promo length, number of spots per week, time period and program (SEE ON-AIR COMMITMENT FORM).
RADIO	<ul style="list-style-type: none"> • Radio schedule, including weekly GRPs (reach and frequency by week if available), dayparts, formats, spots per day, cost per point, and TOTAL COST. • Detail of sponsorships, value-added promotions and/or unique positioning.
OUTDOOR	<ul style="list-style-type: none"> • Outdoor schedule with type of unit, number of units, GRP showing and COST.
CABLE	<ul style="list-style-type: none"> • Cable schedule detailing cable networks, spots per day, dayparts, ratings (if available), and COST.
PRINT	<ul style="list-style-type: none"> • Print schedule with size, content, number of insertions, and COST.
NON-TRADITIONAL	<ul style="list-style-type: none"> • A detailed description of the opportunity.

PLEASE NOTE: ONLY CASH SCHEDULES WILL BE REIMBURSED.

If you have any questions regarding any aspect of our shared advertising program, we encourage you to call Mimi McLaughlin Newton at 323-956-5549 or Amy Witry at 323-956-5538. Proposals should be faxed to 323-862-0182.



STAR TREK VOYAGER®

CO-OP PROPOSAL FORM

STATION _____ PROGRAM TIME PERIOD _____

CONTACT _____ PHONE _____

LAUNCH NOV SWEEP FEB SWEEP MAY SWEEP

CO-OP SUMMARY

MEDIA	TOTAL COST	STATION COST	PARAMOUNT %	PARAMOUNT COST
RADIO				
OUTDOOR				
CABLE				
PRINT				
OTHER:				
TOTAL				

Media is quoted at NET NET PLUS COMMISSION
 AGENCY COMMISSION RATE IS _____% (i.e. 7%, 8%, 15%, etc.)

Please attach media schedules and station on-air commitment for approval.



STAR TREK VOYAGER®

ON-AIR COMMITMENT FORM

STATION _____ MARKET _____ PARAMOUNT PROGRAM _____

PROGRAM TIME PERIOD _____ CONTACT _____ PHONE _____

THIS COMMITMENT COVERS: LAUNCH NOV SWEEP
 FEB SWEEP MAY SWEEP

This is a Monday – Friday schedule. If not, circle the days it covers: M Tu W Th F Sa Su

Time Period	# :30s	# :15s/20s	# 10s	# IDs	GRPs per week	Programs in which promos appear
6:00 – 7:00AM						
7:00 – 9:00AM						
9:00AM – 12:00PM						
12:00 – 1:00PM						
1:00 – 3:00PM						
3:00 – 4:00PM						
4:00 – 5:00PM						
5:00 – 6:00PM						
6:00 – 7:00PM						
7:00 – 8:00PM						
8:00 – 10:00PM						
10:00 – 11:00PM						
11:00PM – 1:00AM						

Total GRP's per week _____

