

RIZZOLI & ISLES PROMOTION

PROMOTIONAL Overview

Two different jobs. One killer team.

From author Tess Gerritsen's Rizzoli & Isles series comes TV's next great drama. Rizzoli and Isles is an exciting, character-driven crime series that follows Boston detective Jane Rizzoli (Angie Harmon, Law & Order) and medical examiner Maura Isles (Sasha Alexander, NCIS), complete opposites and good friends who solve crimes and bust some of Boston's most notorious criminals. These two strong, smart and relatable women bring their unique skills and will take the viewer for a thrilling ride as they solve a new crime each week.



PROMOTIONAL Requirements

- Run 300 or more Rizzoli & Isles taggable tune-in spots between 7/13/10 and 8/31/10 during 2 consecutive weeks.
- Spots must run on a variety of these networks: A&E, AMC, E!, ESPN, Lifetime, Spike, TBS, and USA.
- Daypart requirements: 30% must run 6pm – midnight
- Promotion available to systems with 50,000+ subscribers



Rizzoli & Isles makes its television debut on Monday 7/12 on TNT

PROMOTIONAL Materials

- With a qualifying new or incremental advertising investment, you can receive a Samsung Blu-Ray Wireless Home Theater (ERV \$800).
- Rizzoli & Isles :20/:10 taggable spot
- There are no advertising category restrictions for this promotion

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