

# WAREHOUSE 13 PROMOTION

## PROMOTIONAL Overview



Imagine the possibilities with Syfy.

Following a record-breaking first season as Syfy's all-time leader in total viewers, Warehouse 13 returns for its second season this summer. Follow two Secret Service agents who find themselves abruptly transferred to a massive, top-secret storage facility in windswept South Dakota. The Warehouse's caretaker charges the two agents, Pete and Myka with chasing down reports of supernatural and paranormal activity in search of new objects to cache at the Warehouse

## PROMOTIONAL Requirements

- Run a combination of 150 or more Warehouse 13 taggable tune-in spots between 6/22/10 and 7/6/10 and 150 or more Warehouse 13 or Summer Syfy Originals (featuring Eureka and Haven) taggable tune-in spots between 7/7/10 and 8/17/10.
- Spots must run on a variety of these networks: A&E, ABC Family, Comedy Central, Discovery, FX, History, Spike, TBS, and TNT.



*Warehouse 13 returns on Syfy for a second season on July 6th*

## PROMOTIONAL Materials

- With a qualifying new or incremental advertising investment, you can receive a virtual shopping experience at Warehouse 13 to purchase items like a Home Theater System, Xbox Gaming System, Apple iPad, TouchSmart Notebook, GPS, Digital Camera, Gift Cards, and more. (ERV \$1,500).
- Warehouse 13 :20/:10 taggable spots (premiere, continuity, and Syfy Summer Originals continuity)

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