

Join **Global** in giving **Glee** fans a chance to win an experience unlike any other - **a walk on role in the season finale episode of Glee!**

Co-branded contest promos will invite viewers to tune into **ET Canada** during the week of April 5th for a daily Glee-related clue. Viewers then enter the clues on the contest microsite at ETCanada.com for the chance to win.

The grand prize includes a trip for 2 to L.A. along with a walk-on-role in the season finale episode of **Glee!**



Global & ET Canada are offering a huge opportunity to align your brand with Canada's #1 new series, **Glee!**



Toronto - T 416.967.1174 F 416.593.1551

Montréal - T 514.525.1133 F 514.525.1355

Vancouver - T 604.422.6422 F 604.422.6521

Glee

Broadcast Elements

- Splash, entry, thank you, winner and rules pages
 - One Opt-in question and one product usage question with database collection
 - National Contest microsite ad banners
 - Regie Fees
 - Insertion in canada.com monthly newsletter
 - 1,000,000 promotional ad impressions
 - Production of two promotional ad units (120x90 & 728x90)
- 1 week canada.com Homepage placement to promote contest - 120x90 co-branded button at 1,000,000 impressions.
- Premium registration of up to 5 words within the SearchWord Engine

Markets

Nationally - Global Canada
(includes CJON and Thunder Bay)

Timing

March 29th x 2 weeks
(First week pre-promotion and second week during contest entry via microsite)

Broadcast Elements

:30 branded contest promo
:15 winner announcement during Glee finale (Jun 8th)
Entertainment Tonight Glee Contest Segments
:20 contest marketing promo

Commitment Deadline Date: March 15th



Global