

Get pumped up with Global and an exciting contest giving viewers the chance to win the Ultimate Glee Experience!

Glee viewers can win a chance to attend the Glee concert in New York City!

The prizing would include:

- 2 tickets to Glee NYC Concert
- Wined and dined in NYC
- tickets to the best Broadway shows
- hotel, limo, spending money and more!
- **Timing:** April 12th x 3 weeks

Contact your rep today!



Broadcast Components

Markets

Nationally - Global Canada
(includes CJON)

Timing

April 12th x 3 weeks

Broadcast Elements

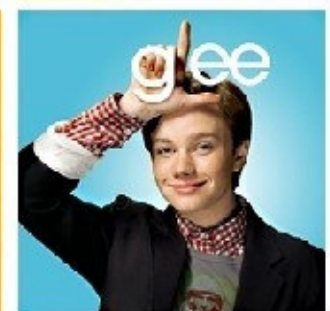
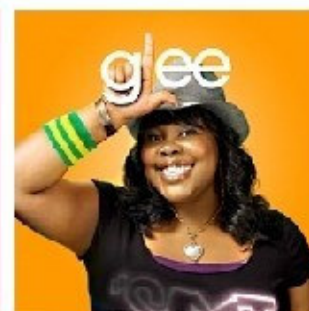
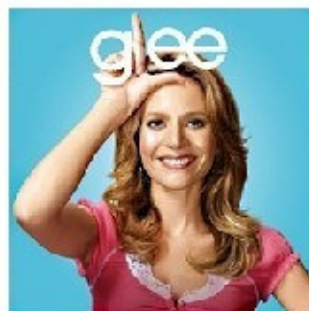
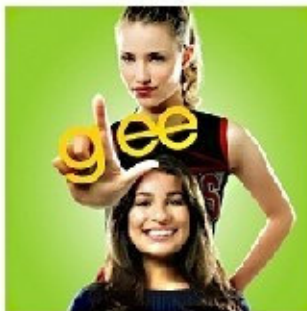
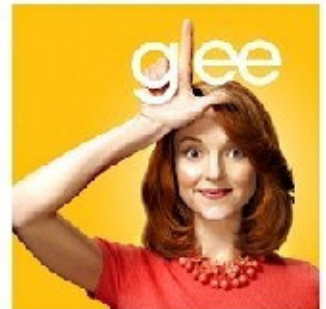
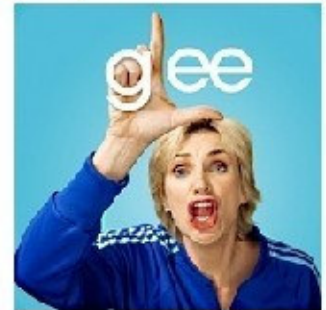
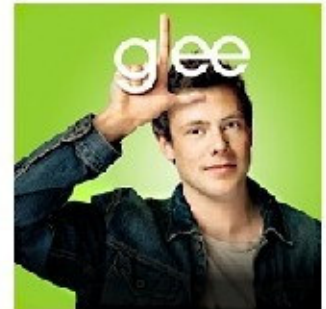
:30 Contest Promo spots
:20 Marketing contest promo schedule
Dot Spots driving to the branded contest microsite

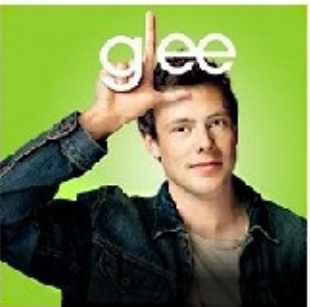
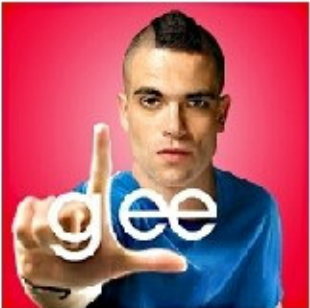
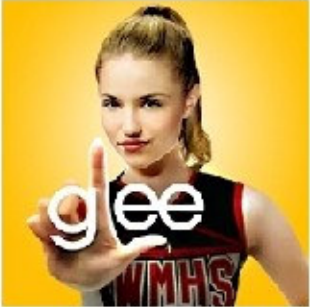
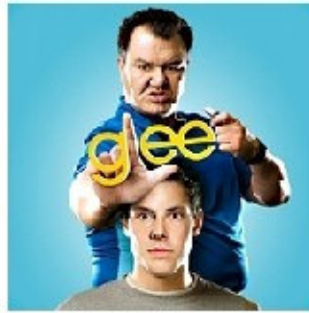
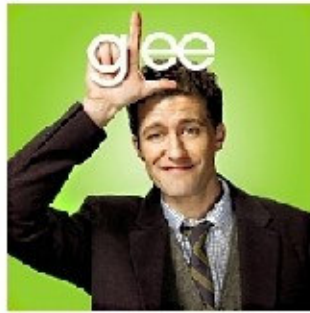
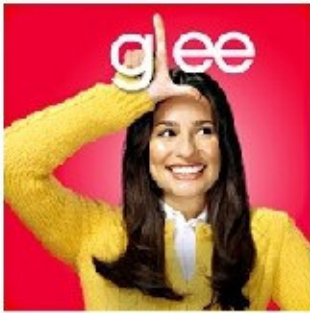
Additional Benefits

Broadcast, online and social media mix to deliver your message to rabid Gleeks, gaining immediate respect and adulation for your brand

Added-value exposure through Marketing partnership

Opportunity to customize messaging and execution to reflect brand positioning





Online Components

Contest elements include:

- Production of contest site
- (Splash, Entry, Thank you, Winner and Rules pages)
- Rules & regs, Regies fees and communication
- 1,000,000 co-branded (leaderboards and big boxes)
- Button placement in canada.com national contest section, 1 canada.com newsletter
- 1 week feature on home page of canada.com/home page
- One Opt-in question with database collection
- 1 marketing question
- 4 week duration

Additional Social Media Opportunities

Global 



facebook



twitter



Supplemental Data



- Glee was the #1 new series of the fall season!
- Glee was the #3 ranked show on Global TV this fall after running just half a season, behind only House and Survivor.
- Almost 1.7 million viewers watched Glee each week throughout the Fall, over 1 million of which fell into the A18-49 demographic.
- 32% of Glee's 1.7 million viewers are in the A18-34 demographic.

Everybody Love Glee

	F2+	M2+	C2-11	T12-17	A18-34	A35-49	A50+
Glee	58%	42%	4%	7%	32%	26%	31%



Glee hits the cover of Entertainment Weekly only 5 episodes into it's first season!



Joss Whedon will direct an upcoming episode of Glee!



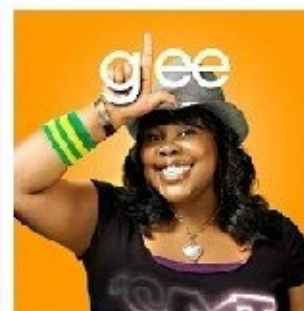
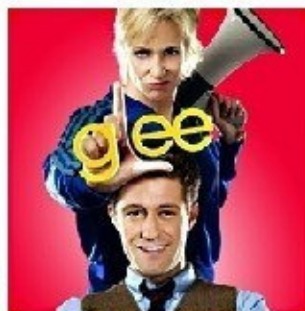
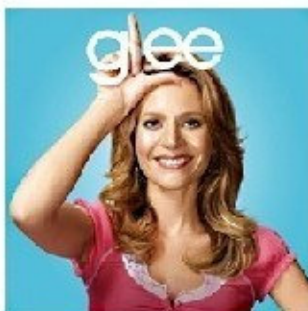
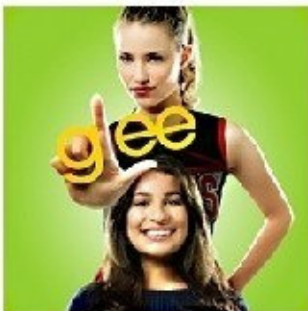
Glee's Facebook Fan page has over 1.3 million fans.



Madonna has made her entire song catalog available to Glee!



Glee Received 4 Golden Globes nominations and won Best Comedy Series!



The Glee season 1 and 1.5 soundtracks are now available in stores!



Glee's cast performed the national anthem at game 3 of the World Series.