



## Young Viewers Tune in to the Teen Choice Awards!

### Young viewers of Teen Choice Awards are spending money on:

- Video games
- School supplies & books
- Movies & DVDs
- Cell phones and phone plans
- Confectionery
- Clothing
- Music products/equipment
- Fast Food
- Theme parks

### SPONSORSHIP AVAILABLE:

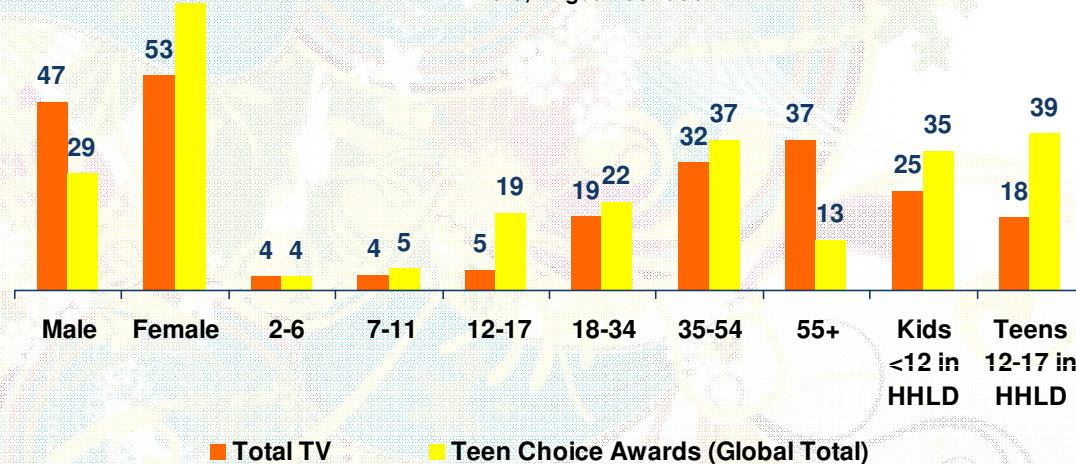
2 x :07 billboards  
4 x :30 brand spots

#### Added Value:

:03 Tag on :20 marketing promos

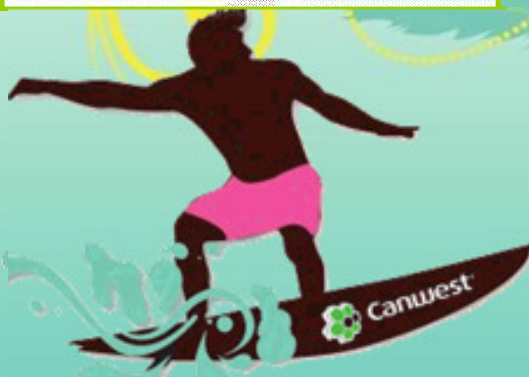
**Total Investment: Please contact your Canwest Sales Rep**

Teen Choice Awards Viewer Profile (Aug 3/09)  
Ind 2+ Total TV Viewers SM09 (May 25-Aug 30/09)/ M-Su 6a-6a  
BBM-NMR Data/ English Canada



This August, watch as teen icons take the stage to accept superstar status at the annual **Teen Choice Awards!** Celebrity hosts and award presenters share the spotlight as this year's biggest achievements in **music, movies, sports** and **television** are honoured. The program features a high number of celebrities and musical performers, as the winners are awarded with life-size surfboards. With past hosts including the infamous Dane Cook, Jessica Simpson, Hilary Duff and Nick Cannon, this year's show is sure to be decked out with the **most popular stars** as voted on solely by teenagers. Tune in to Global Monday, August 9<sup>th</sup> as the **2010 Teen Choice Awards** take the stage.

NOTE : Sponsorship not exclusive. Package includes Global Canada Network + Global Thunder Bay





## Teen Choice Awards Online Sponsorship Options

**Estimated launch date** – Week of July 26

**Promotion & Media includes:**

Homepage flash rotator

Promotional Tile

Co-branded Promotional Ad units (300x250/728x90) – 3,000,000 impressions (RON)

Standard IAB ad units on showsite and RON (300x250/728x90) – 1,500,000 impressions

“Sponsored” by logo in the show header

“Sponsored” by skinny bar on Twitter feed

**Investment:** Please contact your Canwest Sales Rep for pricing.

**Optional add-ons:**

Sponsored Live Blog

Contest

