



Channel One Network<sup>®</sup>

# It's a Holiday



## Student Gift Guide

PARTNERSHIP PROGRAM

Students are looking for big ideas...“What’s good holiday stuff to give?” And...“What’s good holiday stuff to get?”

Channel One Network is providing a tangible guide for holiday gift giving. Here’s an opportunity to put big holiday ideas into the hands of students.

Each sponsorship package includes:

- 4 x :30 commercials each reaching 3.6 million students
- One product photo insertion in the Holiday Student Gift Guide (circulation 2 million). Distribution in schools pre-Thanksgiving
- Advertiser identification in one Channel One promotional commercial
- Channel One Student Gift Guide promotional commercials will air from end of November through mid December
- Product information in the Channel One Online Gift Guide area (Nov/Dec timeframe)
- The Student Gift Guide will be distributed nationally to Channel One schools in a pre-packed display shipper

