Channel One Network©

WEEKEND to GO

Vignette Series

Now there's a way to enhance your teen targeted message with a high-impact on-air program.

With timely tips on the latest lifestyle trends, *Weekend To Go* vignettes will help influence teens' weekend shopping behavior, while providing the inside scoop on what's going on in sports, music and entertainment before the weekend gets going.

Channel One vignettes – exceptional opportunities to deliver your brand message in an energized environment created expressly for teen viewers you need to be targeting.

Channel One has designed a vignette series to creatively integrate your brand messages with teen-relevant entertainment news.

- **:60 vignettes contain :30 editorial content and :30 of your commercial message**
- **You can include an 800 number and website address to encourage viewer response to receive your product samples or coupons**

Call your Channel One representative or 212-508-6800 for more information.

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