

LIONSGATE

Lionsgate You're Next

Radio Promotion Overview

Market Station	Contact	Flight Dates	Promotion Description	Total Mentions	Length of Mentions	Online	ROE Passes	Screening Passes	Posters	Lamb Mask	Tiger Mask	Fox Mask	DVD Pack
ATLANTA WVEE-FM CBS Radio	Amanda Mickler 404-898-8935 amanda.mickler@cbsradio.com	08/12-08/23	You're Next Online Giveaway From 8/12-8/23, Lionsgate and WVEE/V-103 will team up to give Atlanta a chance to check out You're Next! Listeners will be directed to the customized You're Next Contest Page on V-103.com via pre-recorded promos. There, they can register to win the ROE passes, read up on the movie and check out the trailer! Lionsgate will receive: a minimum of 10 :10 pre-recorded promos, a customized contest page with logo, link, copy and any other graphics provided and movie trailer! ROE passes will also be given out during a minimum of 4) V-103 remotes/events. Possible inclusion in call ins to station.	10	10x:10	YES	30		20	20		20	20
ATLANTA WVEE-FM CBS Radio	Amanda Mickler 404-898-8935 amanda.mickler@cbsradio.com	08/12-08/23	You're Next Screening On-air Giveaway From 8/12-8/23, Lionsgate and WVEE/V-103 will team up to give Atlanta a chance to check out an advanced screening of You're Next! Listeners will call in during various dayparts for their chance to win! A V-103 On-air Personality will host the screening as well! You're Next will receive: a minimum of (10) :10 pre-recorded promos and (15) live :10 mentions! *PENDING FINAL PROGRAMMING/PROMOTIONS APPROVAL*	25	25x:10	YES	10	10	10			10	
AUSTIN KROX-FM Emmis Broadcasting	Ashley Ryan 512-908-4989 ARyan@emmisaustrn.com	08/12-08/23	Next Big Thing Trivia After mentioning "You're Next" movie premiere on the Morning Show, we will have a "Next Big Thing" song trivia contest where listeners call in and answer the trivia question over a song that could be the next big hit. Winner will earn a pair of ROE tickets to "You're Next." We'll give out one pair per day.	63	63x:15	NO	30		30	20		20	20
AUSTIN KROX-FM Emmis Broadcasting	Ashley Ryan 512-908-4989 ARyan@emmisaustrn.com	08/19-08/23	You're Next Playlist After watching the "You're Next" trailer, listeners will choose up to 3 songs on what they think is the next big song on our "Next Big Thing" webpage on our 101X website.	25	25x:15	YES	20	20	20				
BALTIMORE WERQ-FM Radio One	Robert Cardoni 410-907-0322 rcardoni@radioone.com	08/19-08/23	You're Next ROE Give Away WERQ's promotions team, the Q-Clique, will give out passes to Lionsgate Film's new movie - You're Next - at all station events between 8/19 and 8/23.	20	20x:15	NO	40		40	25		25	25
CHICAGO WBMM-FM CBS Radio	Steve Hardey 312 729 3839 steve.hardey@cbsradio.com	08/12-08/23	You're Next Pass and Prize giveaway Mentions will instruct listeners to go to the B96 Website to register to win, along with brief movie description.	30	30x:10	YES	25		25	25		25	25
CHICAGO WKQX-FM Merlin Media	Cheryl Ziemba 312-245-8139 cziemba@merlinchicago.com	08/15-08/22	You're Next Screening ROE pass & swag bag giveaway We'll promote the movie screening via a text contest. We'll run :15s (including your 5-8 word tagline) and ask listeners to text in to win. We'll pick winners from all entries received to win ROE passes to the screening + swag bags (DVDs, masks, posters, etc.)	15	15x:15	NO	25	25	25	25		25	
CHICAGO WPPN-FM Univision Radio	Eduardo Gutierrez 312-981-1871 edgutierrez@UnivisionRadio.com	08/19-08/23	HISPANIC SCREENING You're Next Swag Packs You're Next Swag Packs will be given away through station website and promoted via social media and live on-air mentions. A total of 15 LIVE mentions and minimum 3 posts for Swag Pack/reserved seating tickets.	15	15x:15	YES		20	10	10			
DALLAS KDGE-FM Clear Channel Media + Entertainment	Nicole Goggans 214-866-8064 nicolegoggans@clearchannel.com	08/12-08/22	Register to win Screening Passes Listeners will be directed by :15 promos to register to win on the contest page for a Family 4-pack of screening passes. Can be on site at the screening for a 1 hour van hit as added value (pending station availability).	6	6x:15	YES	25	25	20	25	20		
DALLAS KHKS-FM Clear Channel Media + Entertainment	Nicole Goggans 214-866-8064 nicolegoggans@clearchannel.com	08/12-08/22	Register To Win Listeners will be directed by :15 promos to register to win on the contest page for a Family 4-pack of tickets to see You're Next and Swag Bag.	6	6x:15	YES	25		25	5	5	15	5
DALLAS KMVK-FM CBS Radio	Jennifer Marquez 214-525-7007 jennifer.marquez@cbsradio.com	08/19- Screening Date TBD	HISPANIC SCREENING You're Next Con La Grande 107.5 Station to Run 15s Promotional Promos to support screening, Web Inclusion, Social Media. Movie Passes Distribution at all Grande Events/Remotes & Appearances upon receipt of passes.	20	20x:15	YES		150	10		10		
DENVER KPTT-FM Clear Channel Media + Entertainment	Edie Iwata 303-713-8570 ediewata@clearchannel.com	08/19-08/23	You're Next Web Contest KPTT will give listeners the chance to be the "Next" winner in the You're Next Web contest. Listeners will be driven through promotional announcements to 95.7TheParty.com to register for their chance to win the You're Next Prize pack including ROE Passes, Screening passes, DVD's other fun You're Next Prizes	10	10x:15	YES	20	20	20	20		20	20
DETROIT WILB-FM Clear Channel Media + Entertainment	Jaime Watson 248-324-7073 jaimewatson@clearchannel.com	08/19-08/23	You're Next Online Giveaway Station will direct listeners through on air mentions to participate in an Online Contest to win tickets to see "You're Next". Listeners sign in to win.	10	10x:15	YES		25	25	25		25	
DETROIT WKQI-FM Clear Channel Media + Entertainment	Jaime Watson 248-324-7073 jaimewatson@clearchannel.com	08/19-08/23	You're Next Online Giveaway Station will direct listeners through on air mentions to participate in an Online Contest to win tickets to see "You're Next". Listeners sign in to win.	10	10x:15	YES	25		25	25		25	
HOUSTON KBXX-FM Radio One	Asia McDonald 713-300-5865 amcdonald@radioone.com	08/12-08/16	You're Next Screening Ticket Giveaway 97.9 will encourage listeners to be caller #9 or other show related contesting for a chance to win a pair of tickets to the advance screening.	20	20x:10	YES	20	20	40				
HOUSTON KBXX-FM Radio One	Asia McDonald 713-300-5865 amcdonald@radioone.com	08/19-08/22	You're Next Ticket Giveaway 97.9 will encourage listeners to be caller #9 or other show related contesting for a chance to win a pair of tickets to see You're Next	20	20x:10	NO	20		20	20	20		20

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HOUSTON KLOL-FM CBS Radio	Liliana Ary 713-881-5562 liliana.ary@cbsradio.com	08/12-08/22	HISPANIC SCREENING You're Next Ticket Giveaways Station will conduct on air & on site giveaways of You're Next Screening tickets	10	10x:15	YES		60	10		10		
LOS ANGELES KAMP-FM CBS Radio	Stacy Ezra 323-930-4461 stacy.ezra@kroq.com	08/16-08/23	On Line You're Next Movie Ticket Giveaway Online contest wo win ROE passes and movie swag packs	10	10x:15	YES	25		25	20	20		20
LOS ANGELES KPWR-FM Emmis Broadcasting	Bryan Elms 818-238-6629 belms@power106.com		You're Next Movie Pass Giveaway Power 106 will give away passes to the upcoming film You're Next. Giveaways will take place on-air only via live DJ giveaways during all dayparts Mon-Fri 6a-10p between 8/15 - 8/23.	45	30x:15 15x:10	NO	50		50	20	40		
LOS ANGELES KROQ-FM CBS Radio	Stacy Ezra 323-930-4461 stacy.ezra@kroq.com	08/12-08/18	KROQ.com online promotion Listeners will go to KROQ.com for their chance to enter to win screening passes. KROQ promo crew will be onsite at the screening.	10	10x:15	YES		25					
LOS ANGELES KXOL-FM SBS	Claudia Garcia 310-229-3249 cgarcia@sbslosangeles.com	08/19-08/23	HISPANIC SCREENING KXOL-FM Out And About Station will give out Screening Tickets on location during the week of 8/19-8/23. Station will promote screening ticket giveaway on air and online.	10	10x:10	YES		100	10		10		
MCALLEN BROWNSVILLE KBFM-FM Clear Channel Media + Entertainment	Monica Chairez 956-975-2101 monicachairez@clearchannel.com	08/19-08/23	Lionsgate You're Next Promo Station to give out movie passes for a free-screening (tickets provided by Lionsgate). Tickets must be guaranteed seats not first come first serve basis.	20	20x:05	YES	25	25	25	25		25	
MCALLEN BROWNSVILLE KBGT-FM Univision Radio	Cesar Chapa 956-278-8697 956-631-5499 cchapa@univisionradio.com	08/14-08/22	HISPANIC SCREENING Ganagd Pases Dobles Para El Estreno de la Pelicula "You're Next" Win Double Passes for the Screening of the Movie "You're Next" People will have to be stay tuned to listen to our "scream" sound and then be the lucky caller to win 2 passes to the screening.	28	28x:15	NO		28	10		10		
MIAMI WAMR-FM Univision Radio	Bertha Martinez 305-569-3111 bmartinez@univision.net	08/19-08/23	HISPANIC SCREENING Facebook Tix Giveaway Ticket give away through our facebook page	20	20x:30	NO		20	10		10		
MIAMI WEDR-FM Cox Media Group	Marissa Friese 321-281-2091 Marissa.Friese@Coxinc.com	08/12-08/18	You're Next Movie Screening Contest WEDR will create a dedicated web contest on www.wedr.com directing listeners through :15 sec promotional announcements to register to win movie passes to see You're Next. WEDR will also give away screening tickets away on-air, at remotes, and on Facebook.	25	10x:15 15x:10	YES		25	25				
MIAMI WEDR-FM Cox Media Group	Marissa Friese 321-281-2091 Marissa.Friese@Coxinc.com	08/12-08/18	You're Next Movie Pass Giveaway WEDR will create a dedicated web contest on www.wedr.com directing listeners through :15 sec promotional announcements to register to win movie passes to see You're Next.	15	15x:15	YES	25		25	25		25	
NEW YORK WNOW-FM CBS Radio	Joe Kenavan 212-314-9241 jkenavan@923NOW.com	08/20-08/23	Exclusive 9pm Music Mix Sponsorship You're Next will be the exclusive sponsor of the 9PM Music Mix	8	8x:10	NO							
NEW YORK WQHT-FM Emmis Broadcasting	Jessica Toribio 212-229-9797 Jtoribio@emmisny.com	08/12-08/18	Online run of engagement pass giveaway- • Inclusion in online contest on Hot97.com. We will also use the engagement passes as tagalongs at 1-2 Hot 97 events. Plus Inclusion in mobile default bounce-back- pushing listeners to check the trailer and win roe passes	6	6x:10	YES	35		35		25	30	
NEW YORK WWPR-FM Clear Channel Media + Entertainment	David Zaentz 212-549-0823 davidzaentz@clearchannel.com	08/19-08/25	On Line You're Next Movie Ticket Giveaway Online contest in Power Rewards Zone to win passes to see You're Next supported by 14x :10s.	21	21x:10	YES	40		40				40
NEW YORK WWPR-FM Clear Channel Media + Entertainment	David Zaentz 212-549-0823 davidzaentz@clearchannel.com	08/09-08/16	Online screening pass Giveaway Online contest in Power Rewards Zone to win screening passes to see You're Next supported by 14x :10s.	21	21x:10	YES		20					
NEW YORK WXNY-FM Univision Radio	Candi Izele 212-310-6122 cizele@univisionradio.com	08/20-08/23	HISPANIC SCREENING You're Next Screening X 96.3FM will promote the screening of "You're Next" during the Luis Jimenez Show with (2) :30sec live-call ins per day, Tue-Thur 6a-10a promoting the chance to win You're Next Prize Packages.	6	6x:30	NO		10	10		10		
ORLANDO WXXL-FM Clear Channel Media + Entertainment	Alana Hecht 407-916-8372 alanahecht@clearchannel.com	08/12-08/23	You're Next online contest to promote the screening Station will direct listeners through on air mentions to participate in an Online Contest to win tickets to see "You're Next".	5	5x:30	YES	40	50	40	20	20		
PHILADELPHIA WRRF-FM Clear Channel Media + Entertainment	Lena Brown 610-784-5235 DorlenaBrown@clearchannel.com	08/19-08/23	You're Next Prize Package Giveaway Giveaway of You're Next Run Of Engagement passes and a You're Next Prize Packages which include You're Next animal masks, posters, and horror DVD packs. The Horror DVD Packs contain 3 DVD's per pack including titles like CABIN IN THE WOODS, SINISTER, THE LAST EXORCISM, TEXAS CHAINSAW and POSSESSION. The station will give away screening passes at appearances.	15	15x:10	YES	20	20	20	20	20		20
PHOENIX KMXP-FM Clear Channel Media + Entertainment	Heather Hammonds 602-374-6003 heatherhammonds@clearchannel.com	08/19-08/25	Online Giveaway Listeners will log onto the MIX website and register for a chance to win a pair of ROE passes to see You're Next.	10	10x:15	YES	50		25	25	25		

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PHOENIX KUPD-FM Sandusky	Candice Tolonen 480-941-1007 candice.tolonen@kskx.com	08/19-08/23	Larry's Lunch Sack Each weekday, midday on-air personality and veteran PD Larry McFeele, fills his lunch sack with various prizes such as DVDs, CDs, movie passes, concert tickets, food coupons and more. One lucky listener is selected at random to win the contents of his lunch sack. For the week of 8/13, Larry will include pairs of tickets to see "You're Next".	15	15x:10	YES		25	25		25	25	25
PHOENIX KVIB-FM Riviera Broadcasting	Kristin Minichiello 602-682-9334 kminichiello@rivierabroadcasting.com	08/19-08/23	HISPANIC SCREENING Screening passes giveaway KVIB will giveaway 10x passes to see a screening of You're Next at station appearances in the month of August. KVIB will not be responsible for hosting or coordinating the screening.	20	20x:10	NO		10	10			10	
SACRAMENTO KDND-FM Entercom Radio	Christina Tudor 916-339-4201 ctudor@entercom.com	08/12-08/19	Win Passes to the "You're Next"! Run of engagement passes will be given away at street appearances and online/text clubs, and in addition will be featured on our contest listing pages for all 3 stations.	15	15x:15	YES	10		10	10		10	
SACRAMENTO KKDO-FM Entercom Radio	Christina Tudor 916-339-4201 ctudor@entercom.com	08/12-08/19	Win Passes to the "You're Next"! Run of engagement passes will be given away at street appearances and online/text clubs, and in addition will be featured on our contest listing pages for all 3 stations.	15	15x:15	YES	10		10	10		10	
SACRAMENTO KRKQ-FM Entercom Radio	Christina Tudor 916-339-4201 ctudor@entercom.com	08/12-08/19	Win Passes to the "You're Next"! Run of engagement passes will be given away at street appearances and online/text clubs, and in addition will be featured on our contest listing pages for all 3 stations.	15	15x:15	YES	20		20		20	20	
SAN ANTONIO KBTT-FM Univision Radio	Veronica Trevino 210-804-6972 vtrevino@univisionradio.com	08/19-08/23	"You're Next" Ticket Giveaway KBTT will giveaway ROE passes to "You're Next". Passes to be provided by agency.	40	40x:10	YES	40		40	20	20		
SAN ANTONIO KBTT-FM Univision Radio	Veronica Trevino 210-804-6972 vtrevino@univisionradio.com	08/19-08/23	"You're Next" Screening KBTT will giveaway passes to the screening of "You're Next". Passes to be provided by agency.	40	40x:10	YES		20	40		20		
SAN DIEGO XHTZ-FM	Karina Mann 858-888-7077 kmann@x90.com	08/19-08/23	You're Next Screening Passes Jammin' 290 will schedule one giveaway per day during the Morning Drive.	30	15x:15 15x:10	YES	25	25	25	25	25	25	25
SAN FRANCISCO KBRG-FM Univision Radio	Luz Maria Rodriguez 415-733-5750 luzrodriguez@univisionradio.com	08/13-08/22	HISPANIC SCREENING Win tickets on Facebook! Register to win tickets to the screening on our station Facebook page.	50	50x:30	NO		50	10			10	
SAN FRANCISCO KMEL-FM Clear Channel Media + Entertainment	Cat Ong 415-247-4513 CatOng@clearchannel.com	08/19-08/23	You're Next On Line Movie Pass Contest KMEL will run promotional announcements directing listeners to station website for their chance to win a YOU'RE NEXT Prize Pack (includes ROE passes and movie swag). Listeners will be encouraged to tell us their top 3 songs they think are the "Next Big Thing". You're Next logo, link and copy included on contest page.	15	15x:15	YES	50		25		25	25	25
SEATTLE KQMV-FM Sandusky	Julie M. Judge 425-653-1004 juliej@sanduskyseattle.com	08/19-08/23	Movin' Street Hits KQMV can feature the "Your Next" swag bags and Screening tickets in and all of our 5 Street Hits with the MOVIN Party Patrol that week. Listeners will be told where we are going to be and they can come out to the various street hits to pick up their passes. KQMV will be on site at the screening with DJ and some of the MOVIN Party Patrol promotional staff for 2 hours prior to the screening. We can hand out the client provided "Your Next" swag bags at the screening.	40	25x:30 15x:10	YES		50	50		50		
SEATTLE KQMV-FM Sandusky	Julie M. Judge 425-653-1004 juliej@sanduskyseattle.com	08/19-08/25	Movin' Street Hits and "Win Stuff" KQMV features the "Your Next" swag bags and ROE tickets in both our "Win Stuff" web contest and all of our 5 Street Hits with the MOVIN Party Patrol that week.	30	15x:30 15x:10	YES	50		25		25		25
WASHINGTON DC WKYS-FM Radio One	Kedeasha Campbell 301-429-2633 kcampbell@radioone.com	08/19-08/23	You're Next Movie Pass Giveaway WKYS will promote the opening of YOU'RE NEXT in the Washington DC market with on air ticket and swag bag giveaways.	30	10x:30 20x:10	NO	40		25	25	25	25	25
WASHINGTON DC WPCC-FM CBS Radio	Chavall Church 301-683-2258 chavall.church@cbsradio.com	08/19-08/23	You're Next Swag Packs Giveaways In PM drive and early night 6p-10p dayparts, DJ Flexx abd Peter Parker will do You're NEXT Swag Packs Giveaway's...they will play up You're Next with saying You're Next by dialing in now for chance to win	20	10x:15 10x:10	YES	10	10	10	10	10	10	
Total: 48				965		36	880	888	1050	500	500	500	300