

# OUT OF ORDER

JUDGE FOR YOURSELF!


# SN



Out of Order



 **TYPE**  
Linear Sponsorship

 **DATES**  
Available from  
February 2025

 **STATUS**  
Available

 **INVESTMENT**  
*Please enquire for  
further details.*



## The Opportunity

Align with our two comedy heavyweight channels—Comedy Central and its right-hand, Comedy Central Extra—that aim to make households happier every day! A brand can sponsor **peak hours** on CC Extra (1700-2400) and **weekend films** on CC during the festive season. Idents will be centred around our hilarious content, ensuring consistent presence amongst much-loved shows and young upmarket audience.

## About the content

With a mix of UK commissions and US hits, example titles on Comedy Central Extra include:

- Home-Grown Titles: Guessable, Rhod Gilbert's Growing Pains
- Straight from the States: Impractical Jokers, The Middle, Friends, My Wife & Kids, South Park
- World-Class Stand-up: Lee Evans, Michael McIntyre, Ricky Gervais, Kevin Hart
- Hollywood blockbusters to much-loved classics.

## Scheduling & Accreditation

### Comedy Central Extra Primetime

- 2 x 10" & 4 x 5" idents per hour
- 17:00-25:00 hours daily

### Comedy Central Weekend Films

- Approx. 8 x 10" idents per film
- Pre 9 pm films on weekends
- Approx. 1 films per weekend

## Key Benefits

- ❖ **Always on presence** on Comedy Central Extra Primetime helping reinforce brand recall and recognition throughout the campaign
- ❖ Peak Presence – highly desired primetime and weekend hours across two popular channels
- ❖ Audience is **40% more likely to buy products seen advertised** (i.140)

## Previous Films

