

Tailgater™ Co-op Pre-Approved Messaging and Marketing Guidelines

Marketing Guidelines

- All Co-op Advertising guidelines apply.
- The below pre-approved statements can be used in Co-op pre-approved ads. Standard Co-op Pre-Approval review times will apply.
- A superscript “™” must be used with Tailgater in the first or most prominent text mention.
 - The only exception to this is if the Tailgater logo is used in the piece as well because the logo already includes a “™”
 - Can use as:
Tailgater™
by DISH Network
- You may not use the Tailgater logo in advertising outside of the Co-op pre-approved graphics available in the Graphic Library of DishMarketingSolutions. The logo may not be altered or used in any other manner.
- The following disclaimer is required on all ads containing the Tailgater offer:
 - Equipment does not include monthly programming subscription, which must be purchased separately. Tailgater is a trademark of DISH Network L.L.C. Programming is available in the contiguous United States only.
- Use of name:
 - the Tailgater
 - NOT → Ihe Tailgater
 - Tailgater

Co-op Pre-Approved Messaging

When advertising Tailgater, you may use the following pre-approved statements or reasonable variations:

- Headlines:
 - Introducing the Tailgater by DISH Network.
 - Tailgater Portable HDTV System powered by cutting-edge satellite technology from DISH Network.
- Subheads and Additional Copy:
 - Make your tailgate party the place to be by adding TV.
 - Watch pre-game highlights.
 - Check scores from around the country.
 - Don't miss another game while waiting for yours to start.
 - Convenient and affordable.
 - Pay only for the months of TV service you use.
 - No activation fee.
 - Hundreds of channels available.
 - Local channels (where available).
 - Compact to fit any space.
 - Lightweight for easy transportation.
 - Quick and easy set-up.
 - Take your TV outdoors.
 - Great for camping, fishing, hunting, outdoor BBQs and more!
 - Your ultimate entertainment solution at an unbeatable value.

Other

- Do not reference DIRECTV in ads