



First Aired - 2.18.2010
Episode - 'Partners in Crime'
Length - 1 hour

Kind of Program: Drama, Mystery/Crime

Target Audience: Action fans, Suspense/Thriller fans, Government Employees. Males, between ages 18-50+

Kinds of Commercials:

- Cars
 - o SUVs
 - o Sedans
 - o Minivans
- Heartburn Treatment
 - o Pills
- Satellite company
 - o TV programming aspects/features
- Job site
 - o Searching for Jobs
- Restaurant
 - o Seafood
 - o American Grill
- Bank
 - o Online Banking



QUOTE:

"Know what it's like being a spy? Like sitting in your dentist's reception area twenty-four hours a day. Read magazines, have coffee, and every so often, someone tries to kill you."



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Brands:

- Prilosec
 - Advertises because many of the viewers may have recently finished eating dinner and may be suffering.
- Directv
 - To compete for more customers, who may be on cable
- Monster
 - To show those people who are either unemployed or unhappy in their jobs
- Hyundai
 - To show people that they are continuing to compete for customers
- Red Lobster
 - To advertise a well-known seafood chain and current deals going on.
 - This is a great brick & mortar example, Red Lobster is a large chain and a very good reputation.
- Subaru
 - This is mostly driven by males and is a cheap car to own
- Bank of America
 - To show those busy professionals that they offer new online banking features.
- Toyota
 - The minivan targets the family man watching the show.
- Chilis
 - Another brick and mortar that is known for their ribs and great tasting food. Advertises during this program because they want to target the average American male.



Length of Segments:

- 1st runs about five minutes
- 2nd runs ten minutes
- 3rd runs about eight minutes
- 4th runs ten minutes
- 5th runs six minutes
- 6th runs three minutes

Length of Commercial Breaks:

- Breaks average about four minutes each throughout the entire program.



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Overall Experience:

The show seems to average its breaks and segments pretty normally. There seemed to be a decent amount of advertising for shows carried on the USA network and also maybe some other NBC Universal networks, showing me that they may not have been able to sell all the advertising spots available on the program. The end of the show had more breaks and came back for a short segment to kind of wrap the show and to come back and show more of the on-going story of the show and leave a little cliffhanger for the next episode.

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