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### TNT's Saved Scores Dodge, Quiznos Sponsorships

**Anthony Crupi**

APRIL 27, 2006 -

TNT is once again launching an original drama series in a commercial-free environment, with the June 12 premiere of *Saved*.

As was announced earlier this month during its annual upfront presentation in New York, TNT will offer category-exclusive sponsorships for its series premieres, returning ad client Dodge as the automotive sponsor of *Saved*, and bringing on fast-food entity Quiznos as well.

Per the terms of the Dodge deal, the automaker's vehicles will be integrated into the narrative of *Saved* throughout the season, and Dodge will also be afforded a number of tune-ins, plus national print exposure and presence on the *Saved* micro site on TNT.tv. America Online will also be featured in three product integrations throughout the 13-episode run.

Quiznos' brand messaging will be limited to tune-ins, Web and print.

Mark Spencer, senior manager, Dodge Marketing, said that the integration will allow the company to communicate its "edgy, in-your-face" brand equity.

*Saved* premieres immediately after the first episode of season two of TNT's *The Closer*, in which AOL is also involved.

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#### Upfront Notebook: NFL Net Offers Satellite Perks to Prod MSO Carriage Pacts

The NFL Network, hoping to motivate Time Warner Cable and Cablevision to begin offering the network on their systems, at its upfront presentation last night, issued certificates to attendees offering free installation of DirecTV, a one-year free subscription to the satellite service, and a \$99 rebate on a DVR or HD receiver upgrade. [MORE »](#)

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