

# Schitt's Creek

## **Instructions on How to Air For Stations**

### **Single Run Only Stations:**

This is for stations airing **5 New Episodes Per Week**.

This will apply to both Monday-Friday and Weekend stack stations.

The shows will be sent in chronological order starting with Show #SC-01.

So For Week #1 you will air #SC-01-#SC-05.

Beginning Week #2 we will send an additional delivery of #SC-06-#SC-10.

### **Double Run Only Stations**

This is for stations airing **10 New Episodes Per Week**. This applies to anyone airing a total of 10 New Episodes each week.

These shows will also be sent in chronological order starting with Show #SC-01.

So For Week #1 you will air #SC-01-#SC-10, Week #2, #SC-11-SC-20 and so on.

If you are a double-run station that does not air back to back (but perhaps in different dayparts) you may want to consider following the **Single run schedule** and airing the same episode twice a day.

For example: if your 1<sup>st</sup> run is at 10pm and your second run is at 2:00am, you may want to consider airing the same episode in both time periods (since you will have very different audiences) and that way your viewers will always be viewing the episodes in order.

Any questions or concerns please feel free to contact [Peggy@debmarmercury.com](mailto:Peggy@debmarmercury.com)