



SALES

# Join us to celebrate 50 years of Pride on Channel 4

Here at C4 we always celebrate Pride, but this year we are going BIG!

## BIG on Linear

*We've got an amazing Pride weekend line up, 1st - 3rd July with special episodes of some of our biggest shows and other LGBTQI+ programming.*

Contact your sales rep to get access to our Proud All Over programme season – the perfect environment for your brand's Pride copy.

**Celeb Gogglebox** will be a July Special - Agency rates apply.

### AD1634

**Celeb Gogglebox**  
Late Peak

**First Dates**  
Post Peak

**Naked Attraction**  
Late Peak

**Live Pride Stunt**  
Late Peak

### ABC1AD

**Trans Superstar**  
Late Peak

**Rocketman**  
Late Peak

**Out: 50 years of Pride**  
Late Peak

**Gods OwnCountry**  
Late Night

**Love Simon**  
Post Peak

**Epidemic When Britain fought Aids**  
Post Peak

**50 Shades of Gay**  
Post Peak

## BIG on All 4

*Want to join All 4 on the journey?*

*Pause for Pride. Celebrate Pride with our Ad Pause format on All 4.*

The static ad fills the player each time a viewer pauses the content and remains on screen until they exit or resume.

During pride month, high impact All 4 HPTO's are still available.

*Have you already got a pride copy?*

Let's strengthen your creative on All 4 by targeting our contextual Pride content group which celebrates all LGBTQ+ lives & culture.

Sequential options also available.

