



AUG 2023

LOGO



INSP LOGO

The INSP logo consists of two elements: the logotype 'INSP' and the yellow cowboy hat and should never be adjusted in official use. Only approved colors should be used within the INSP symbol. With other design elements, use of these colors would be preferred over others. PMS and CMYK should be used for print and RGB for digital. Over dark backgrounds, the INSP logotype should be changed to white only, never black.



YELLOW:

RGB: 250, 162, 27
CMYK: 0, 42, 100, 0



BLACK:

RGB: 35, 31, 32
CMYK: 0, 0, 0, 100



WHITE:

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



OFF WHITE:

RGB: 232, 225, 212
CMYK: 8, 9, 15, 0



COLOR VARIATIONS

Examples of logo variants needed for certain background colors. These should be used only when the primary color combination is not feasible due to the surrounding colors.

LOGO | ALTERNATES



INSP NETWORK LOGO

The INSP NETWORK logo should only be used for off-network marketing purposes.



TEXT ONLY VARIATIONS

INSP

INSP
NETWORK

HORIZONTAL VARIATIONS (only to be used with permission of VP of Creative)



TAGLINE | VARIATIONS

HEROES LIVE HERE TAGLINE - Vertical 1

**HEROES
LIVE HERE**

BLACK

RGB:
35, 31, 32

CMYK:
0, 0, 0, 100



HEROES LIVE HERE TAGLINE - Vertical 2

**HEROES
LIVE
HERE**

YELLOW

RGB:
250, 162, 27

CMYK:
0, 42, 100, 0



HEROES LIVE HERE TAGLINE - Horizontal

HEROES LIVE HERE

WHITE

RGB:
255, 255, 255

CMYK:
0, 0, 0, 0



NETWORK COLORS

INSP BRAND COLORS - Branded elements are limited to the following colors.



YELLOW

RGB:
250, 162, 27

CMYK:
0, 42, 100, 0

Hex Code:
faa21b



BLUE

RGB:
25, 50, 92

CMYK:
100, 87, 36, 28

Hex Code:
002f5e



RED

RGB:
187, 62, 38

CMYK:
19, 89, 100, 9

Hex Code:
ba3d21

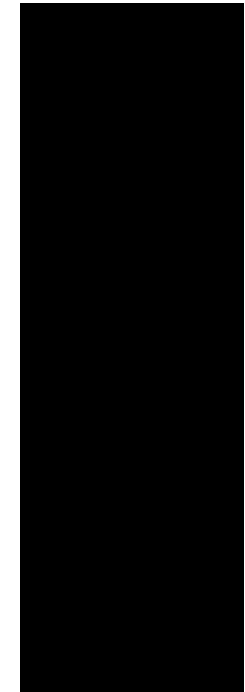


WHITE

RGB:
255, 255, 255

CMYK:
0, 0, 0, 0

Hex Code:
ffff



BLACK

RGB:
35, 31, 32

CMYK:
0, 0, 0, 100

Hex Code:
231f20

NETWORK FONTS

Title font: _____

AGENDA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ALL WEEKEND
LONG

Tune-In font: _____

AGENDA SEMI BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

STARTS FRIDAY

8^E/_T 5^P/_T

Stunt font: _____

NEXA SLAB BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SAM ELLIOT
BIRTHDAY
WEEKEND

TUNE-IN: ON AIR

All tune-in language

Standard tune-in:

NEXT SUNDAY 9^E | 6^P

SUNDAY 9^E | 6^P

TONIGHT 9^E | 6^P

SUNDAYS 9^E | 6^P

Voiceover: Without Voiceover or in Print/Web:

NEXT COMING UP NEXT

If space is an issue, use all caps day/month:

FRI 9^E | 6^P

NEXT SUN 9^E | 6^P

SUN, AUG 31 – 9^E | 6^P

AUG 31 – 9^E | 6^P

If date and time are present, “–” should be used:

JUNE 19TH – 9^E | 6^P

SUNDAY, AUGUST 31ST – 9^E | 6^P

AUGUST 31ST – 10A^E

SUNDAY, AUGUST 31ST – 9^E | 6^P

For multiple times:

SUNDAY 9^E & 6^P

For marathons and blocks of regular shows airing back-to-back:

SUNDAY, STARTING 9^E | 6^P

When writing out a sentence:

**OUR NEW SEASON STARTS THIS
SUNDAY AT 10^E.**

TUNE-IN: PRINT/WEB

All tune-in language

Standard tune-in:

NEXT SUNDAY 9PM ET

SUNDAY 8PM ET

TONIGHT 7PM ET

SUNDAYS 6PM ET

Voiceover: Without Voiceover or in Print/Web:

NEXT COMING UP NEXT

If space is an issue, use all caps day/month:

FRI 11AM ET

NEXT SUN 4PM ET

SUN, AUG 31 | 3PM ET

AUG 31 | 10AM ET

If date and time are present, “I” should be used:

JUNE 19TH | 6PM ET

SUNDAY, AUGUST 31ST | 5PM ET

AUGUST 31ST | 10AM ET

For multiple times:

SUNDAY 8PM & 12AM ET

For marathons and blocks of regular shows airing back-to-back:

SUNDAY, STARTING 10PM ET

When writing out a sentence:

**OUR NEW SEASON STARTS THIS
SUNDAY AT 10PM ET.**

FINAL IMAGES



DESIGN ELEMENTS

**ALL
WEEKEND
LONG**



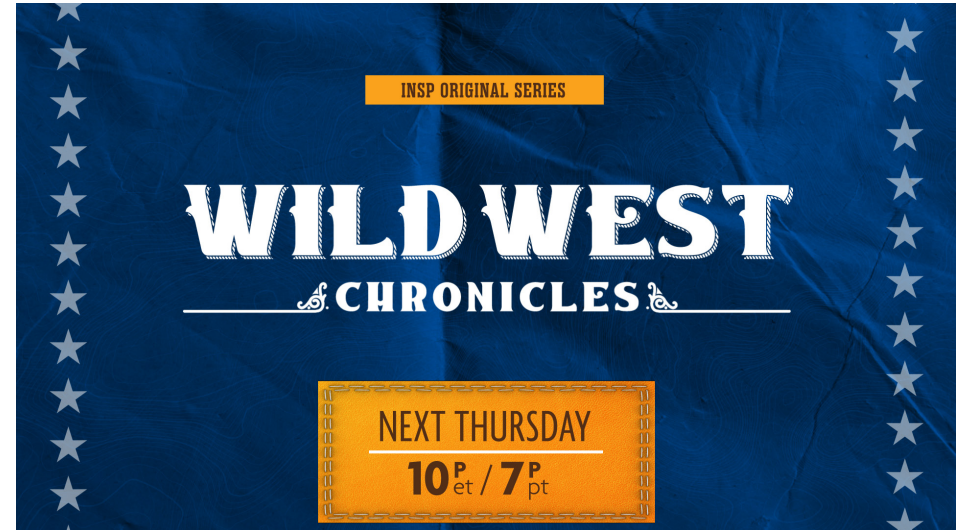
**INSP
ORIGINAL
SERIES**



ON-AIR

| BACK PLATE 2

FINAL IMAGES



DESIGN ELEMENTS



FINAL IMAGES



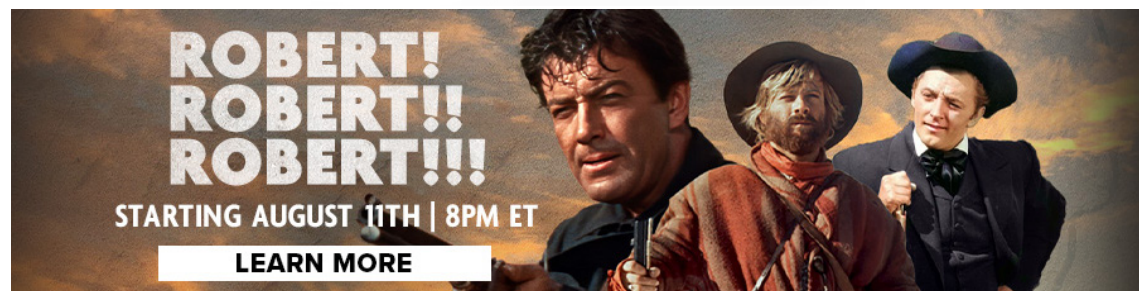
DESIGN ELEMENTS



ON-AIR | TEXT OVERLAYS



WEB BANNERS



E-MAIL



**MITCHUM'S ALTER EGO—MUSICIAN!
ROBERT MITCHUM:
MULTI-FACETED
ACTOR**

Robert Mitchum was perfectly suited to play menacing characters, but he was also game to sing a jaunty tune!

[READ NOW](#)


THE MORE YOU KNOW...



**A BOND LIKE BROTHERS:
ROBERT REDFORD
& PAUL NEWMAN**

[READ MORE](#)


TEST YOUR KNOWLEDGE!



IS IT TRUE WHAT THEY SAY ABOUT TAYLOR?

[PLAY NOW](#)

THIS MONTH'S SWEEPSTAKES




Beat the Heat
SWEEPSTAKES
WIN OVER \$500 IN AMAZON GOODIES.


[ENTER NOW](#)

THIS WEEKEND ON INSP


JEREMIAH JOHNSON
FRIDAY 8PM ET




THE LAST HUNT
SATURDAY 8PM ET








RACHEL AND THE STRANGER
SUNDAY 2PM ET




RIDE THE HIGH COUNTRY
SUNDAY 8PM ET



[SEE FULL SCHEDULE](#)

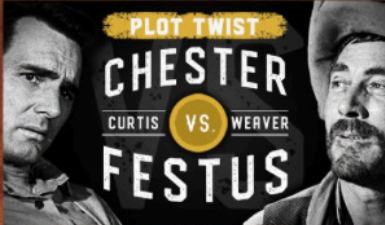
 WEEKLY NEWSLETTER    



**TINSELTOWN'S TERRIFIC TWOFERS
PLAYS WELL
WITH OTHERS!**

John Wayne and Maureen O'Hara.
James Arness and Amanda Blake.
Tom Selleck and Sam Elliott.
What makes these stars "click" so well with each other on screen?


[READ MORE](#)



**PLOT TWIST
CHESTER
CURTIS VS. WEAVER
FESTUS**


[PLAY NOW](#)

THE SAM ELLIOTT STORY



[READ MORE](#)


Beat the Heat
SWEEPSTAKES
WIN OVER \$500 IN AMAZON GOODIES.




[ENTER NOW](#)

THIS WEEKEND ON INSP


**SAM ELLIOTT WEEKEND
YOU KNOW MY NAME**
FRIDAY 8PM ET




THE SHADOW RIDERS
SATURDAY 8PM ET








**THE RANGER, THE COOK,
AND A HOLE IN THE SKY**
SUNDAY 2PM ET




**DYNAMIC DUOS
MCLINTOCK!**
SUNDAY 8PM ET



[SEE FULL SCHEDULE](#)

 WEEKLY NEWSLETTER    

ONE SHEET



INSPIRATION

**SASS & CLASS:
QUEEN MAUREEN MOVIE**

**SATURDAY, AUGUST 19TH -
SUNDAY, AUGUST 20TH**

MAGNIFICENT MAUREEN O'HARA!

THE REDHEAD FROM WYOMING
SATURDAY, AUGUST 19 | 8PM
MAUREEN O'HARA, ALEX NICOL, & DENNIS WEAVER
 A sly, beautiful and spunky redheaded woman forms an uneasy alliance with the local sheriff in an effort to stop a range war between entrenched cattle barons and new settlers.

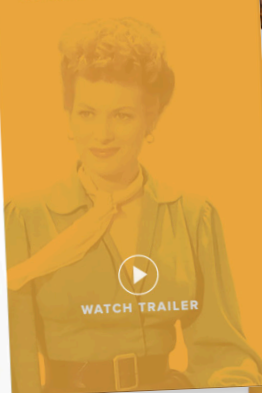
WAR ARROW
SATURDAY, AUGUST 12 | AFTER 8PM MOVIE
MAUREEN O'HARA & JEFF CHANDLER
 A cavalry officer arrives in Texas with orders to end a Kiowa Indian uprising. The mission becomes more involved when the officer falls for the wife of a known traitor fighting on the Kiowa's side.


THE RED PONY
SUNDAY, AUGUST 20 | 4PM
MAUREEN O'HARA, HENRY FONDA, & CLINT HOWARD
 On a turn-of-the-century farm, a mother aches over the troubled relationship between her rebellious young son and his inept father. Through the raising of a spirited red pony, both father and son begin to work together and understand each other.

THE RARE BREED
SUNDAY, AUGUST 20 | 8PM
MAUREEN O'HARA & JAMES STEWART
 When her husband dies en route to America, a widow and her daughter must achieve his dream of introducing Hereford cattle into the American West. She hires a veteran cowpuncher to deliver the lone "rare breed" bull.

ALL HAIL, QUEEN MAUREEN!

With her flaming red hair and spitfire personality, Maureen O'Hara lit up the screen, holding her own opposite Hollywood's most dynamic leading men. The Queen of Technicolor takes the throne all weekend starting with *The Redhead from Wyoming* on Sat, Aug 19 at 8PM ET, and including the INSP premiere of *The Red Pony* on Sun, Aug 20 at 4PM ET.





SUNDAY, AUGUST 20TH

THE WILDERNESS IS WILDER WITH FESS...

Daniel Boone was a big man...and so was the actor who played him on the hit TV series. On Sun, Aug 20 we party like it's 1773 as we celebrate Fess Parker's birthday—and you're invited! We kick off the fun with Parker's iconic portrayal of Daniel Boone in "The High Cumberland" Part 1 at 11AM ET, followed by Part 2 at 12PM ET. Then watch Parker as Sheriff Buck Weston in the INSP premiere of *The Hangman* at 2PM ET, also featuring this month's other birthday boy, Robert Taylor.

WATCH TRAILER

SUNDAY, AUGUST 20TH



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MAGAZINE

THE INSP BRAND

PROVIDES A TRUSTED VIEWING EXPERIENCE

“
INSP IS HOME TO MILLIONS OF AMERICANS WHO ENJOY WATCHING WESTERN PROGRAMMING AND HEROES WHO SAVE THE DAY!
”

DEMOGRAPHICS

WHO WATCHES INSP?

46% FEMALE
54% MALE



68% CAUCASIAN
25% AFRICAN AMERICAN
7% OTHER



54% MARRIED



77% LIVED AT THEIR
CURRENT ADDRESS
FOR 5+ YEARS



INSP is home to millions of Americans who cherish and embrace positive entertainment. INSP provides a trusted viewing experience with a lineup of exclusive series, Westerns, action-filled dramas, and films focused on adventure and heroic characters.

Viewers do not have to lunge for their remote controls to shield family members from objectionable subject matter when watching INSP.

INSP has become one of the fastest-growing basic cable networks, available to 75.6 million U.S. households 24 hours a day through more than 2,000 cable systems, telcos, and through DISH Network and DIRECTV. INSP is advertiser-supported and Nielsen-rated.

TARGET DEMOGRAPHIC: A50+

- Population of 119 million
- Spends over \$3.2 trillion per year

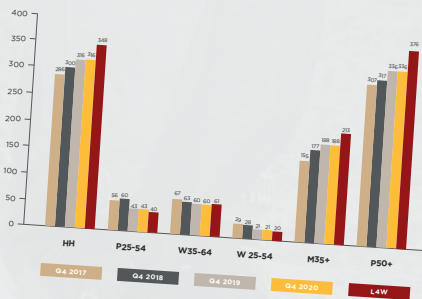
DISTRIBUTION

- INSP is in 71.3 million homes and every DMA in the country

INSIDE INSP | 2020 Q4 - p. 6

REVENUE GROWTH

BY DEMO YEAR-OVER-YEAR



Date Created: 06/12/20 Source: Nielsen Media Research National MT

INSIDE INSP | 2020 Q4 - p. 6

OVERVIEW

Q1 2019



HEROES
LIVE
HERE



3000 WORLD REACH DR. | INDIAN LAND SC 29707 | MEYAR@INSP.COM

THE INSP BRAND

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IN THIS ISSUE



HEROES
LIVE
HERE

BUSINESS CARDS



FRONT



BACK

E-SIGNATURES

Sample Email



Melissa Prince <mprince@INSP.com>
Melissa Prince
Wednesday, January 1, 2023 2:54 PM
[Show Details](#)

Subject: xyz

Hi Melissa –

Thanks, this looks nice.

Nemporem porepudit latus issimint volorem fuga. Ictaquame verchil idemporehent que susaper ionserf eriosam laut quo omnitatet qui ommos exeraec usdam, quas et ad uta dolore non preriae velest doloremo elisit ma sequam, te nuscita tentus, ne pra valoris dolo veratur?
Faccull aborepudi diossin ctestes sedignis ent magnatur, sinulli quisquatur? Nem eosam eatur, natem re antisto tatemperro molupta musdam valoribus.

Id ma parion pores si idem. De explatem inctatur molorrore, cumquis nobis sequi re volore doloraere eum quunt, tem exerferum dolupta tiorem. Mus audia quat.

Thank You,

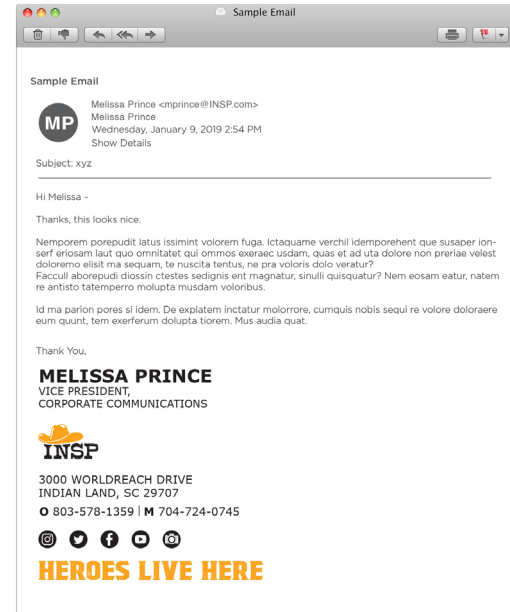
MELISSA PRINCE
VICE PRESIDENT,
CORPORATE COMMUNICATIONS



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📞 803-578-1359 | 📠 704-724-0745



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HEROES LIVE HERE

