

Appendix D: Product Placements

Brand Advertised	Type of Entertainment Vehicle*	Title of Entertainment Vehicle	Consideration Paid in Dollar Value (000) or In-Kind Item(s)
Evans Spirits Brands	Television program	Cheers the Remake	Provided branded neon signs and 3 cases of product (in kind)

* Specify the type of entertainment vehicle by television program, film, radio program, music video, song, online virtual world, game, or other.