

The  
Secret  
Adventures  
of

Jules  
Verne

## Promotion Stylebook

*The Secret Adventures of Jules Verne* has a wealth of built-in selling points.

The show tests well with a diverse 18-49 audience, skewing slightly in the direction of women. The period setting, literary plotlines and Merchant/Ivory look-and-feel play well to the female viewer. Verne's retro-modern inventions, edgy adventure and outrageous villains helped the show score large male numbers in its Sci-Fi Channel run last summer.

In addition to the generic and sweeps on-air promo packages, Promark Television is committed to providing ample tools and artwork to augment your print, outdoor and radio promotion needs. The accompanying pages provide design and creative guidelines for your promotion of *Secret Adventures*. Logos, key art and other essentials have been provided on the CD-ROM you received in the *Jules Verne* promo kit. Other materials will be supplied as they become available on the Promark website, [www.promarktv.com](http://www.promarktv.com).



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T E L E V I S I O N

**robert**  
**ROLL**  
AND  
RELATIVES

# SCIENCE FICTION? ...or *Science Fact!*

*From the Earth to the Moon. 20,000 Leagues Under the Sea. Around the World in Eighty Days.* Futurist author Jules Verne created worlds unimagined in his time. He predicted global air travel, undersea exploration, even man's first steps on the moon ...or did he?

Suppose the Father of Modern Science Fiction *actually lived* the fantastic adventures he described in his novels. Join young Jules as he meets the *real* Phileas Fogg, a British secret agent, the inventive valet Passepartout, and Fogg's beautiful but deadly cousin, Rebecca.

Are *The Secret Adventures of Jules Verne* based in actual fact—or the extraordinary fancy of one of literature's towering giants? Decide for yourself.



People - premise sell  
(Full Page, Not to scale)





# Meet Agent Double-Oh-One.

Suppose French author Jules Verne's character, the punctual and precise Phileas Fogg, was not a literary creation at all.

When his father built the British Secret Service, Phileas Fogg was its best-kept secret.

His exploits may leave you shaken, and stirred.

The Secret Adventures of Jules Verne

Saturday 9 pm 

TV Guide  
(1/2 Page, Double Truck)

# Must see. Before there was TV.

The Secret Adventures of Jules Verne

Saturday 9 pm 

Outdoor

Think Xena...  
with an *attitude*.

Meet Rebecca.

She is a strong woman  
set loose in a man's world—  
a champion swordswoman,  
master of martial arts, and  
the art of seduction.

As the only female agent  
in the British Secret Service,  
she is sworn to protect  
the amazing secrets of  
author Jules Verne.

Rebecca Fogg is  
the Woman of the Century  
...the *nineteenth* century.

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Saturday 9 pm



TV Guide Rebecca Sell  
(Full Page)

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## Production Guidelines

These templates for your advertising are designed to play off the counterpoint between Verne's turn-of-the-century setting and the futuristic storylines that inhabit it. Key art generally features dark, rich backgrounds. We have imposed a one-third/two-thirds grid in the designs to underscore the show's clean, modern take on its more traditional Victorian trappings.

The headline font is Bookman Old Style, and body copy is set in Gill Sans roman and italic. In keeping with the tongue-in-cheek quality of our on-air, print headlines have a playful, humorous edge-- often emphasizing a key word in italics.

Given the diversity of markets and dayparts in which *Jules Verne* appears, Promark has elected to provide you this graphic "toolkit", rather than impose creative directions which might not be appropriate for your community.

Stations desiring full-service consultation on print, radio and outdoor advertising are invited to contact the designers of this package, Robert Roll & Relatives, Inc. in Los Angeles. Specifics on Roll & Relatives can be found on [www.promarktv.com](http://www.promarktv.com), or through the Promark office.

If there is anything Promark Television can do to aid your efforts to build a large and enthusiastic audience for *The Secret Adventures of Jules Verne*, do not hesitate to contact us.

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