

CableFAX

Align with the most Authoritative, Trusted Brand for Cable Professionals

Media Planner 2010

Daily & Magazine

E-Media

Awards

Networking Events

Conferences

CableFAX

www.CableFAX.com



CableFAX Daily is an essential business tool, reaching more than 15,000 MSOs, independent operators, programming executives and observers who rely on *CableFAX Daily* each morning for the latest industry news. Every issue is packed full of original content, scoops and commentary, providing cable executives with the most comprehensive and insightful overview of the latest industry news and strategic initiatives. Deliver your message with impact and "own the page" in a way that will influence the industry's elite. Advertising in *CableFAX Daily* is the perfect cornerstone for your marketing campaign! It's not only an effective delivery medium, but offers numerous added benefits that no other publication can provide.

Our Subscriber Renewal Rate is 90%!

LOYAL & ENGAGED SUBSCRIBERS

Even the busiest executives read *CableFAX Daily's* brief, to-the-point articles...and your ads.

We reach over 15,000 MSOs, independent operators, and programming executives every day.

PAGE EXCLUSIVITY

With only one ad per page, *CableFAX Daily* ads won't be lost, hidden or overlooked, creating high ad visibility and message retention.

FREQUENCY

Reinforce your message every week by "owning" a weekly or monthly position on your prospects' favorite page.

SPECIAL/SHOW ISSUES

Each cable industry show issue is circulated for maximum exposure: hotel room drops, publication bins, and special events and national distribution by PDF.

- CableFAXIES & Best of Web- April 2010
- Cable Connection- Spring; 3 event issues- May 2010
- Sales Executive of the Year & Sweet 16- June 2010
- Cable Connection- Fall; 3 event issues- October 2010

2010 Event Distribution:

- January:** NATPE 2010, January 25-27, 2010 Las Vegas, NV
- April:** CableFAXIES and Best of Web Awards Luncheon
- May:** Cable Connection- Spring, Los Angeles, CA, May 11-13
ACA, WICT, SCTE, NAMIC, CTAM, Walter Kaitz
- June:** CableFAX Sales Executive of the Year and Sweet 16 Breakfast, NYC
- July:** The Independent Show, Baltimore, MD
- September:** CableFAX Program Awards Luncheon, NYC
- October:** Cable Connection- Fall, New Orleans, LA, Oct. 17-19
ACA, WICT, SCTE, NAMIC, CTAM, Walter Kaitz
- December:** CableFAX 100 Luncheon, NYC
CableFAX Most Powerful Women Breakfast, NYC

2010 Rates & Specs

BLACK & WHITE RATES: (Gross):

	B/W Strip	Color Strip	Color SuperSize
1X	\$4,815	\$5,253	\$6,072
13X	\$3,523	\$3,960	\$4,779
26X	\$2,833	\$3,270	\$4,089
39X	\$2,338	\$2,776	\$3,595
52X	\$1,900	\$2,338	\$3,157

(all rates are gross)

Page 1 Upgrade: Add \$750 per strip price

Full Page, Color: \$5,895

False Cover, Color: \$10,000

Issue Buyout: \$14,500

Mid-Day Special Report: \$17,000

Spring/Fall Connection, Special Rates Apply:

Spring: May 11, 12, 13

Fall: October 18, 19, 20

Three Day Package Deal:

FP-4C: \$6,995; SuperSize: \$5,995; Strip AD: \$5,000 per day

Rates are commissionable to advertising agencies.

Special positions are available.

AD SPECS:

Strip Ad - 7.5" wide by 2" tall

Super Strip 7.5 x 3.33 (available for pages 1 and 2 only)

Full Page - Bleed = 8.75" wide by 11.25" tall

Full Page - Trim = 8.5" wide x 11" tall

Grayscale for regular insertions

12 pt. or larger typeface recommended

FILE TYPE: Flattened pdf or tiff file

EMAIL AD TO:

cdaily@accessintel.com

PRODUCTION MANAGER:

Joann Fato
301.354.1681

DUE DATE:

Three business days prior to run date

ADVERTISING CONTACTS:

Debbie Vodenos, Publisher
301-354-1695
dvodenos@accessintel.com

Erica Gottlieb, Account Manager
212-621-4612
egottlieb@accessintel.com

CableFAX: The Magazine

CableFAX: The Magazine is published six times a year, written with the same zest readers have come to expect from *CableFAX Daily*. All issues are true coffee-table publications that are received with great anticipation, generating much industry buzz. You never know who or what is going to make the cut! (And remember – those who do will show the magazine – and your ad – to everyone they know!)



Each issue of *CableFAX: The Magazine* has a total of 10,000 copies in print and 16,500+ in e-media efforts which include *CableFAX Daily* subscribers and The Skinny audience. *CableFAX: The Magazine* is distributed at the following industry events throughout the year:

■ **Cable Connection- Spring**

May 2010
 Bonus: NCTA Cable Show, WICT Leadership Conference, CTAM Research Conference

■ **Top Ops**

July 2010
 Bonus: The Independent Show

■ **The Programming Issue: Best & Next**

September 2010
 Bonus: CableFAX Program Awards Luncheon
 Cable Connection – Fall

■ **Most Influential Minorities in Cable/ Top 10 Places to Work**

October 2010
 Bonus: Cable Connection- Fall, CTAM Summit, NAMIC

■ **Most Powerful Women in Cable**

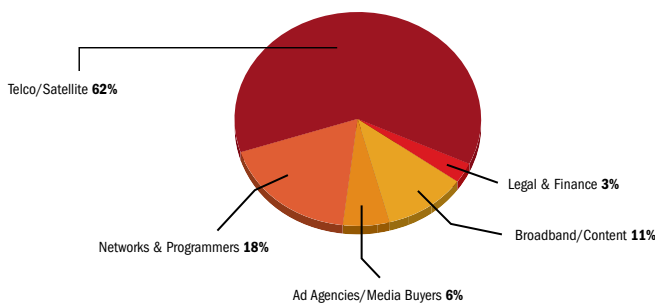
November 2010
 Bonus: Most Powerful Women in Cable Breakfast

■ **CableFAX 100**

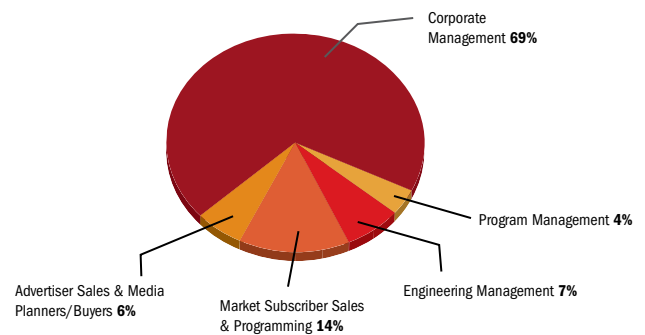
December 2010
 Bonus: CableFAX 100 Luncheon

CableFAX: The Magazine Circulation

Subscribers by Business & Industry



Subscribers by Function



Specs & Rates

Full page and Spreads Accepted

PRINT SPECIFICATIONS

FULL PAGE

trim size (non-bleed):
 7 7/8 x 10 3/4"
 bleed: 8 1/8 x 11"
 live: 7 1/8 x 10"

2 PAGE SPREAD

trim: 15 3/4 x 10 3/4"
 bleed: 16 x 11" (no gutter bleed)
 live: 15 x 10"

2009 4C RATES (ALL RATES ARE GROSS)

	1x	4x	6x
Spread	\$18,000	\$16,200	\$14,000
Full Page	\$12,500	\$11,500	\$9,800

E-newsletters

Breaking News Alerts/ CableFAX Skinny/ CableFAX 360 Direct

Breaking News

CableFAX's e-letters are an unparalleled resource for the cable industry, bringing cable executives breaking news alerts, in-depth industry information, the latest news, scoops, commentary and upcoming events. The e-letters reach more than 15,000 MSO's, independent operators and program executives in cable, entertainment, and advertising industry.

Breaking News Alerts deliver the breaking stories that matter the most to cable executives. Delivered on average 2-3 times per month via email. Delivered to CableFAX paid subs only.

Breaking News Package: Sponsorship of Breaking News Alert, plus Rotating Leaderboard on Cable360.net

Sponsorship Price: 3 month package: \$15,000

Breaking News:

Ad format: text, sponsor name

Frequency: 2-3X per month

Average delivered: 15,000 CableFAX Daily subscribers only

Demographics: Ceo's, SVP's, VP's, Presidents, Division Presidents & Vice Presidents, Corporate & Senior Operations Manager

Plus:

728 X 90 rotating banner ad placed on Cable360.net

The SKINNY from CableFAX

The Skinny from CableFAX delivers the weekly cable news and events in the industry, along with award and webinar notification—simple and quick information for the busy cable executive. Delivered every Tuesday.

CableFAX Skinny

Frequency: weekly, Tuesday

Average delivered: 16,500

Demographics: Presidents, General Managers, Directors, Corporate & Senior Operations Managers, Senior Division Engineers

Skinny:

Ad Rates (All rates are gross)

Size	Weekly
728 X 90*	\$1,995
120 X 600	\$1,695
120 X 300	\$1,495
180 X 150	\$995

*Includes sponsorship recognition with URL link

CABLE360.NET e-Newsletter

Cable360 Direct provides a "sneak peek" at the most recent articles and features on Cable360.net, from CableFAX Daily to CableFAX issues, to CableFAX: The Magazine to original content, with links to feature stories and exclusive video content. Bi-weekly e-letter; delivered Wednesday.

Cable360 Direct

Frequency: bi-weekly, Wednesday

Average delivered: 61,500

Demographics: Technical Managers, Supervisors, Systems & Staff Engineers, Senior Programming, Regional Sales Managers & Sales Managers, Headend Technicians

All of these content driven vehicles offer you a way to influence industry decision-makers with your message, product and/or service.

Packages Available for Breaking News Alerts, CableFAX Skinny & Cable360 Newsletter

Cable360

Ad Rates (All rates are gross)

Size	Weekly
728 X 90	\$2,995
120 X 600	\$2,500
120 X 300	\$1,995
180 X 250	\$1,200

E-letter Specs

- Ad Size: pixels.
- Flash Ads accepted: No
- File Formats: GIF or JPG
- Animation: Yes, If the ad is animated, it should continuously loop
- File Size: The file size must be 40K or less.

Online and Webinar Opportunities

CableFAX'S Web sites - www.CableFAX.com and www.Cable360.net - attract more than 55,000 unique visitors per month. The Cable360.net network offers cable professionals the big picture on their business from beltway politics to programming to the deployment of advanced services.

We have the industry's most unique and targeted online marketing alternatives on CableFAX.com, and Cable360.net. We offer numerous opportunities beyond a banner ad - home page takeover, roadblocks, rich media ads, webinars, podcasts, streaming video, contests, sponsored surveys, co-branded editorial surveys and more.

Size	Monthly	Weekly
Leaderboard (728 x 90)	\$4,400	\$2,600
Larger Skyscraper (120 x 600)	\$4,000	\$2,400
Buttons (120 x 60)	\$1,995	\$995
Box, 180x150, CableFAX.com	\$1,995	\$995



Online Advertising Specifications:

- Ad Size: pixels
- File Formats: FLASH*, GIF or JPG
- Animation: Yes- If the ad is animated, it should continuously loop
- File Size: The file size must be 50K or less

*Please call Tesha Blett at (301) 354-1476 for more specs related to Flash Files

Webinar Sponsorships

CableFAX's "professional development" Webinars attract attendees who invest over \$300 per site to attend the 90-minute virtual workshops, with average attendance of 75 sites. One sponsorship per webinar, and benefits include exposure on marketing to 55,000+ cable professionals, online promotions, provision of attendee list, and a moderating role if desired.

www.CableFAX.com/webinars

Marketing Program includes

- Pre-event email campaigns to targeted audience
- Banner advertisements on CableFAX.com & Cable360.net
- Promotion of webinar—Skinny e-letter

ADDED BONUS!

We promote and encourage companies to set up a computer in their conference room and invite their entire team to attend.

Sponsoring companies receive contact information for attendees of their webcast—perfect for following up and closing the sale!

Rates (net) Single Sponsor

Cost Per Webcast \$7,500, paid attendees / \$15,000, sponsor guest attendees



CableFAX Sponsorship Opportunities: Awards/Events

You are invited to partner with CableFAX in 2010 on many of the high-caliber programs that serve the cable community. CableFAX is the most trusted brand in the industry, offering a wide range of resources for professionals in the cable industry, from publications to award programs to networking events to workshops to online community opportunities. CableFAX offers high-impact opportunities online, in print and in-person. Consider these outstanding lead generation, branding and business building opportunities listed below.

Events Sponsorships

In 2010, CableFAX will receive hundreds of entries in its signature awards programs. Sponsorships start at \$9,500 and include full benefits, from logo on all marketing collateral reaching more than 55,000 cable professionals, provision of entrant and attendee lists to unparalleled event exposure. Additionally, as a sponsor you receive a full page four color ad in the special issue distributed at the event and to all CableFAX readers. Consider sponsorship of these important benchmark programs:

CableFAXIES and Best of Web Awards and Digital Hot List 2010 Luncheon

Grand Hyatt Hotel, NYC
April 28, 2010

CableFAX Sales Executive of the Year & Sweet 16 Breakfast

Grand Hyatt Hotel, NYC
June 15, 2010

CableFAX Program & Top Ops Awards Luncheon

Grand Hyatt Hotel, NYC
September 2010

Celebration of Leadership:

CableFAX 100 Luncheon

CableFAX Most Powerful Women Breakfast

Grand Hyatt Hotel, NYC
December 2010

The number of sponsorships per awards program/event is limited. Each sponsor receives a tailored package that can include category specific sponsorship, cover position in special issue, podium exposure, unique distribution opportunities and more.



THANK YOU

CableFAX Thanks its 2009 Advertisers and Partners:

■ ADVERTISERS & AGENCIES:

4TH WAVE TECHNOLOGIES
ALLSCOPE MEDIA
AMC
ANTIETAM CABLE TELEVISION
ATLANTIC BROADBAND
BATMANN CONSULTING
BBC AMERICA
BLOOMBERG TELEVISION
CBS COLLEGE SPORTS
COMCAST
COMMSCOPE
CSG SYSTEMS
C-SPAN
CTI MEDIA
DISCOVERY COMMUNICATIONS INC
DISNEY & ESPN MEDIA NETWORKS
DIVERSITY STUDIO INC
FOX CABLE NETWORKS
FOX NEWS NETWORK
GOL TV
GSN - NETWORK FOR GAMES
HALLMARK CHANNEL
HAWORTH MEDIA
HBO
HDNET
HISTORY
HORIZON MEDIA INC
ID
INSIGHT COMMUNICATIONS
ION MEDIA NETWORKS
MEDIA BUSINESS CORP
MEDIACOM
MGM INTL TELEVISION GROUP
MK ADVERTISING
NATIONAL GEOGRAPHIC CHANNEL
NBC UNIVERSAL
NPG CABLE
OUTDOOR CHANNEL
OVATION TV
PHD NETWORK
PK NETWORKS
PLANET GREEN
RAINBOW MEDIA

■ PARTNERS:

REELZ CHANNEL
RETIREMENT LIVING TV
SCRIPPS NETWORK
SHOWTIME NETWORKS
SITV
SPORTSMAN CHANNEL
STARZ ENTERTAINMENT, LLC
SUDDENLINK COMMUNICATIONS
TBS
TENNIS CHANNEL
THE GOSPEL MUSIC CHANNEL
THOMSON
TIME WARNER CABLE
TLC
TNT
TRAVEL CHANNEL
TURNER NETWORK SALES
TV GUIDE NETWORKS INC
TV ONE
UNIVISION
VERIA TV
VERSUS
WE: WOMEN'S ENTERTAINMENT
ACA
ACC
ANA
ARF
CAB
CABLE IN THE CLASSROOM
CABLE POSITIVE
CHRISTIANS IN CABLE
CTAM
CTPAA
LUSTGARTEN FOUNDATION
MEDIA BIZ
NAMIC
NATPE
NCTA
NCTC
NIELSEN
RENTRAK
SCTE
TELCO TV
THE CABLE CENTER
WALTER KAITZ FOUNDATION
WICT

and a special thank you to our loyal readers!

Here's to a successful 2010

Sincerely,

CableFAX Daily™

CableFAX
THE MAGAZINE

CableFAX.com

Cable's Top Editorial Team



DIANE SCHWARTZ

Vice President & Group Publisher

Diane Schwartz is Vice President & Group Publisher of the Cable/Media/PR Group at Access Intelligence. Diane oversees the editorial, marketing, PR and sales of a rapidly expanding group, whose brands include CableFAX, PR News, Media Industry Newsletter, min's b2b, PR News Press, prnewsonline.com, minonline.com and others. In her 10-year career with Access Intelligence, Diane has launched nearly three dozen newsletters, events, e-media ventures and ancillary products. dschwartz@accessintel.com



SETH ARENSTEIN

Editorial Director/ Assistant Vice President

Seth oversees the editorial content for Access Intelligence's Broadband Group, edits *CableFAX: The Magazine* and writes *CableFAX Daily's* Programmer's Page. Prior to his work in cable, Seth led Access Intelligence's Defense Group for more than a decade, during which time its products garnered national awards for editorial excellence. A former White House Bureau Chief for Access Intelligence's *Defense Daily*, Seth joined the company in 1986 as a reporter for Soviet Aerospace after receiving an M.A. in defense and international relations from The Paul H. Nitze School of The Johns Hopkins University. sarenstein@accessintel.com



AMY MACLEAN

Editor-in-Chief, CableFAX Daily

Editor-in-Chief of *CableFAX Daily*, Amy joined Access Intelligence in 2000 and is responsible for the day-to-day editorial operations of *CableFAX Daily*. Before joining Access Intelligence, Amy was a reporter in the Associated Press Atlanta and Montgomery, AL bureaus, covering politics, education and an assortment of other issues. Her articles appeared in papers across the country and sometimes the world. amaclean@accessintel.com



CHAD HEIGES

Associate Editor, CableFAX Daily

Prior to joining CableFAX in April 2006, Chad worked as a staff writer for the South Florida Business Journal in Fort Lauderdale, where the industries he covered included sports, tourism, restaurants and real estate. An interest in the pay TV industry led him to his current post. Chad is a graduate of the University of Maryland at College Park. cheiges@accessintel.com



MICHAEL GREBB

Executive Editor, CableFAX Daily

Michael Grebb has written extensively about the cable industry, telecommunications, the Internet, and general information technology and business issues for such magazines and Web sites as *Wired*, *Wired News*, *Business 2.0*, *Silicon Alley Reporter*, *Upside*, *Forbes*, *Variety*, *Billboard*, *Bank Technology News*, *U.S. Banker*, *Wireless Week*, *Cablevision* and *Multichannel News*, among others. His expertise includes consumer electronics, the media, the music industry, e-commerce, B2B/e-business, interactive television, online marketing, broadband/telecom infrastructure, and regulatory and legislative issues. mgrebb@accessintel.com



STEPHEN R. EFFROS

Columnist

An attorney by trade, Steve is president of Effros Communications, a strategic communications and consulting firm. He was president of the CableTelecommunications Association for 23 years until it merged with NCTA in 1999. While with CATA, he was known for his periodic-and often controversial-CATA faxes. From 1971-76 Steve was at the FCC's Cable Bureau, writing the original federal rules on cable. In 1999, Steve received CableVision's "Image Maker" Award and he was the recipient of NCTA's first Vanguard Award for Government and Community Relations. In addition, he received a President's Award from CTPAA. steve@effros.com



CATHERINE APPLEFELD OLSEN

Contributing Editor

Cathy has been following the cable industry since 1994 when she covered cable and interactive television at the Telecom Publishing Group and Telecommunications Reports. While at TPG, she authored the book "Inside TCI." In addition to her work at CableWorld, Cathy is a contributing editor at *Billboard* and *Medialine*, and covers television, film and music for *Child*. She's written for *The Hollywood Reporter* and *CES' Vision* magazine, and writes about home technology for *Home + Design*. catholson@aol.com

General Terms And Conditions For Advertising

GENERAL TERMS AND CONDITIONS FOR PRINT

In general

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to CableFAX as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

Orders/Deadlines/Ad Copy

- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.
- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.
- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved, with the invoice being due and payable when rendered.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Insertion orders for covers (front/back/inside front /inside back) may not be cancelled by Advertiser.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.

GENERAL TERMS AND CONDITIONS FOR EMEDIA

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") on the CableFAX website as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser

- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may be not be feasible.
- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.
- Publisher retains the right to display Advertiser's ad on the Publisher's web site(s), unless otherwise notified by Advertiser in writing.

Liability Limitations

- Publisher will not be responsible for any claims made in ads. Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the publication of Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
 - Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.
 - Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.
 - In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- ### Frequency Discounts/Special Units
- Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Charges will be adjusted accordingly at the end of the contract period.
 - A 1/4 page ad is the minimum size required to maintain frequency discount.
 - Special units such as gatefolds are available. Pricing information is available upon request.

unless written confirmation thereof is received by Publisher.

- Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher can not guarantee inclusion of such materials.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out

Furnished Insert Specifications

- Contact the Advertising Sales Representative for pricing.
- Conversion of film or correcting digital files is not included in Publisher's advertising price and will be billed separately to Advertiser at prevailing rates.
- Contact the Production Manager for mechanical quantity and shipping instructions. Do not use ROB sizes for furnished inserts.
- A facsimile of each insert indicating proposed copy areas and trim edges must be submitted to the Production Manager for approval.
- A sample of each insert must be submitted to the Production Manager for approval.
- Acceptance of inserts is also subject to postal service regulations. Any binding charges are non-commissionable.

Payment Terms

- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.

Agency Commissions

Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad is supplied and only if Publisher is paid in full within 30 days of invoice date. Production charges are non-commissionable.

Advertising Production

The Advertiser or their Agency will be billed at an amount not less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.

- of or attributable to the Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.

Contacts

To learn more about the ways you can reach our audience, please contact:

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