

## Join Us in Honoring the CableFAX 100 "Hot List"

*CableFAX 100* Magazine - Saluting the Cable Industry Leaders

- Annual Issue Date: December 2008
- Ad Close: November 7, 2008
- Event: December 2, 2008

You are invited to advertise in the CableFAX; the Magazine *CableFAX 100* Issue, and sponsor the CableFAX 100 Awards Luncheon, December 2, 2008 at the National Press Club in Washington, DC



The *CableFAX 100* Magazine is the industry's most anticipated and highly read annual issue, representing the definitive "Who's Who" in cable. The issue will profile over 100 Top cable leaders & influencers and will reach approximately 15,000 industry executives including *CableFAX* subscribers.

Being a part of this unique media program gives you the opportunity to communicate your leadership position to the top decision-makers who matter the most to your business – cable operators and key technology and programming executives.

**Executives from the following companies will be honored in the issue and at the event:**

A&E Network	ESPN & ABC Sports	Retirement Living TV
ABC Family	Food Network	Sci Fi Channel
AETN	Fox Cable Networks	Scripps Networks
AMC	FX	Showtime Networks
BBC America	Gemstar-TV Guide	Spike TV
BET	International	Starz Entertainment/Starz
Bravo Media	HBO	Media
Bresnan/The Cable Center	HDNet	Suddenlink
Brighthouse	IFC	Tennis Channel
CableLabs	iN DEMAND Networks	The History Channel
Cableone	Insight Communications	The Weather Channel
Cablevision Systems	ION Media Networks	Time Warner Cable
Canoe Adventures	Lifetime Networks	TLC
Charter Communications	Mediacom	Travel Channel
CNN	MTVN	truTV
Comcast	National Geographic	Turner Broadcasting Sales
Cox Communications	Channel	& Turner Sports
Crown Media Holdings	NBCU	TV Guide Channel
(Hallmark Channel and	NCTA	TV Land
Hallmark Movie Channel)	NFL Network	TV One
C-SPAN	Nickelodeon	Univision
Daniels & Associates	Nielsen	VERSUS
Discovery	Outdoor Channel	WE tv
Communications	QVC	Wide Open West
Disney	Rainbow Media	WWE

**For all of your advertisement and sponsorship opportunities contact:**

**Debbie Vodenos**, CableFAX Publisher  
301-354-1695; [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)

**Erica Gottlieb**, Account Manager  
212-621-4612; [egottlieb@accessintel.com](mailto:egottlieb@accessintel.com)

## **CableFAX 100 Event Sponsorship Details**

**National Press Club, Washington, DC  
Noon to 2 p.m. on December 2, 2008**

LIMITED NUMBER OF SPONSORSHIP SLOTS  
AVAILABLE TO MAXIMIZE YOUR EXPOSURE.



### **On-Site Promotion**

- ▶ Greet guests at arrival
- ▶ Introduction at event by editors of CableFAX Daily
- ▶ Opportunity to sponsor a gift, a raffle or table center-piece and Podium time to announce raffle winner
- ▶ Distribution of marketing materials at registration table and/or at tables
- ▶ Photographs taken at event will appear in all CableFAX publications and at CableFAX.com
- ▶ Logo on program, all signage and a slide presentation
- ▶ Logo and link on web site promoting event before and after
- ▶ Recognition of sponsorship status during event program
- ▶ Receive 2 VIP Tickets

### **Pre-event Promotion**

- ▶ Prominent logo Inclusion in event advertisements placed in CableFAX Daily, in e-letters and on CableFAX.com
- ▶ At least 2 separate ads to run in all publications announcing awards and event, sponsor logo included
- ▶ Email/Letter to each of the honorees on the CableFAX 100 list will include thank you line recognizing sponsors

### **Post-Event Advertising**

- ▶ Name/Logo Inclusion in Congratulatory Advertisement to appear in December 2008 issues of CableFAX Daily, on CableFAX.com and cable e-letters recognizing "The CableFAX 100 Hot List"
- ▶ Dedicated email blast announcing magazine hot list to include sponsorship recognition
- ▶ Logo on special CableFAX 100 section of CableFAX.com
- ▶ Provision of event guest list with full contact information before and after event

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