

CableFAX

Align with the most Authoritative, Trusted brand for Cable Professionals

Media Planner 2008

Newsletter
Magazine
Web Site
E-newsletters
Supplements
Editorial Staff
Contacts
Terms & Conditions

CableFAX

www.Cable360.net

CableFAX Daily



CableFAX Daily is an essential business tool, reaching more than 15,000 MSO, independent operators, and programming executives and observers who rely on *CableFAX Daily* each morning for the latest industry news. Every issue, every business day 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.

■ LOYAL & DEDICATED 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.

2008 Event Distribution:

- January:** NATPE, Las Vegas
- February:** CTAM Research Conference, Los Angeles
- March:** CTPAA Forum, Washington DC
AAAA National Conference
- April:** Washington Summit, Washington, DC
NAB 2008, Las Vegas
- May:** The CABLE Show - NCTA, New Orleans
CableFaxies Awards Luncheon, Washington, DC
- June:** SCTE Cable-Tec Expo, Philadelphia
- July:** The Independent Show, Orlando
- September:** NAMIC, Kaitz, Diversity Week
- October:** Programmies Awards Luncheon, Washington DC
- November:** CTAM Summit 2008, Boston
- December:** CableFAX 100 Luncheon, NY

CableFAX Daily[™]

"What the Industry Reads First"

www.CableFAX.com

2008 Rates & Specs

BLACK & WHITE RATES:

(Add 4 color to your strip ad for \$350 net)

	Strip* pg. 1-4	Full-Page pg. 5-6
1x	\$4,860	\$5,110
4x	\$4,540	\$4,770
13x	\$3,320	\$3,480
26x	\$2,670	\$2,800
39x	\$2,204	\$2,320
52x	\$1,790	\$1,875

(all rates are gross)

*** Page 1 carries a 15% premium.**

Rates are commissionable to advertising agencies. Special positions are available.

Premiums for trade show issues:
25% premium for advertisers with 13x [or more] annual schedules, 50% premium for all other advertisers.

AD SPECS:

Strip Ad - 7.5" wide by 2" tall
Full Page - Bleed = 8.75" wide by 11.25" tall
Full Page - Trim = 8.5" wide x 11" tall
Grayscale for regular insertions
Upgrade to CMYK (Contact your sales rep)
266 to 600 dpi
12 pt. or larger typeface recommended
FILE TYPE: Flattened pdf or tiff file

EMAIL AD TO:

cdaily@accessintel.com

DUE DATE:

Three business days prior to run date

PRODUCTION MANAGER:

Joann Fato
301.354.1681
jfato@accessintel.com

ADVERTISING CONTACTS:

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Erica Gottlieb, Account Manager
212-621-4612
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CableFAX Magazine

CableFAX Magazine is published six times a year, written with the same zest and vigor 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 Magazine has a total circulation of 10,000 copies in print and 40,000 in e-media efforts which include all CableDAX Daily subscribers and industry trade press. CableFAX Magazine is distributed at the following industry events throughout the year:

■ The Faxies

May 2008
Distribution: CableFAX Events & The Cable Show
New Orleans, LA

■ Top Operators

July 2008
Distribution: CableFAX Events & The Independent Show
Orlando, FL

■ Diversity Issue

September 2008
Distributed at Diversity week
New York, NY

■ The Top Cable Programs

October 2008
Distribution: CableFAX Events & CTAM Boston, MA

■ The Most Influential Women in Cable

November 2008
Distributed at the 24th Annual WICT Gala
Washington, DC

■ The CableFAX 100 Issue

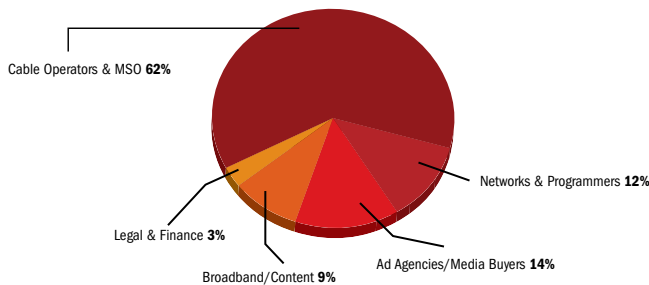
December 2008
Distributed at the CableFAX 100 Luncheon
New York, NY

STANDOUT MARKETING OPPORTUNITIES TO SHOWCASE PROGRAMMING & PRODUCTS:

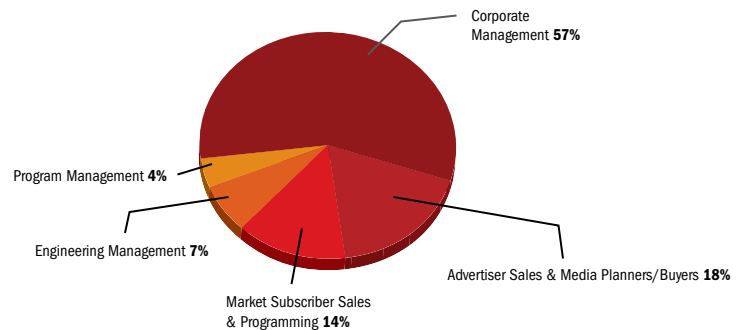
- Cover Wraps/False Covers
- Belly Bands/Cover Decals
- Gatefolds – Cover & Interior
- Tip-ons and pop-ups

CableFAX Magazine Circulation

Subscribers by Business & Industry



Subscribers by Function



Specs & Rates

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"

1/2 PAGE SPREAD

trim: 15 3/4 x 5 1/4"
bleed: 16 1/4 x 5 1/2" 1/4" bleed left, right and bottom
live: 15 x 5"

HALF PAGE

1/2 page horizontal: 7 x 4 3/4"

2008 4C RATES (ALL RATES ARE GROSS)

	1x	4x	6x
Spread	\$18,000	\$16,200	\$14,000
Full Page	\$12,000	\$10,800	\$9,800
1/2 page	\$8,405	\$7,590	\$7,095

Online, Eletter and Microsite Opportunities

CableFAX'S Web site – www.Cable360.net – attracts more than 60,000 unique visitors per month. The CableFAX eletters are delivered to more than 40,000 top cable executives from cable operators, networks and programmers. 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've developed some unique online marketing alternatives on Cable360.net. Talk to us about placing commercials in CableFAX Magazine's video player. Show off your new programming with video segments in our "Screening Room." Or let us build you a custom micro-site. We also offer numerous opportunities beyond a banner ad - home page takeover, roadblocks, rich media ads, webinars, podcasts, streaming video, contests, sponsored surveys and more. Contact your sales representative for more information.



RUN OF CABLE360.NET SITES (all rates are gross)				
Size	1-3 mos	4-6 mos	7-9 mos	10-12 mos
Leaderboard (728 x 90)	\$4,200	\$4,030	\$3,780	\$3,570
Large Skyscraper (120 x 600)	\$3,840	\$3,690	\$3,460	\$3,260
Medium Skyscraper (120 x 300)	\$3,360	\$3,230	\$3,020	\$2,860
Buttons (120 x 60)	\$600	\$580	\$540	\$510
Content Ad Square (340 x 285)	\$3,360	\$3,230	\$3,020	\$2,860
Bottom Banner (468 x 60)	\$2,400	\$2,300	\$2,160	\$2,040

E-newsletters

BREAKING NEWS ALERTS/CABLEFAX SKINNY/CABLEFAX360 DIRECT/PRE & POST-SHOW DAILIES

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 eletters reach more than 60,000 MSO's, independent operators and program executives in the cable, entertainment and advertising industry.

- Breaking News delivers the breaking stories that matter the most to cable executives. Delivered when breaking news happens in the cable industry. (*Delivered to CableFAX paid subs only)
- 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.
- Cable360Direct provides a "sneak peek" at the most recent articles and

features on cable360.net, from CableFAX Daily to Communications Technology to CableFAX Magazine to original online content, with links to feature stories and exclusive video content. Bi-weekly eletter; delivered Monday.

- HD Briefs is a bi-weekly email delivered every other Monday. Dedicated to a highly defined audience of senior cable & media executives, it offers vital metrics for operators and programmers focusing on HD.
- Pre & Post-Show Dailies are the only electronic dailies focusing on the biggest industry events: NCTA Cable Show, CTAM, Diversity Week and other important industry events.

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

AD RATES (all rates are gross)				
	1X	4X	13X	26X
468 x 60	\$2,700	\$2,400	\$1,800	\$1,610
728 x 90	\$4,700	\$4,400	\$3,900	\$3,700
120 x 600	\$4,300	\$4,100	\$3,800	\$3,500

AD SPECIFICATIONS

Ad size: 468 x 60, 728 x 90, or 120 x 600
 File size: Less than 15K
 File format: JPEG or GIF
 Animation: No more than 4 seconds, no more than 3 loops
 Target URL: All supplied URLs must be active when ad is submitted

Supplements / Microsites

Cable360.net, CableFAX Daily and CableFAX Magazine offer networks the chance to tell who you are, who your audience is and, what type of programming you offer – your uniqueness in the marketplace. And our editorial team will help pull this information together in a well-written print piece that will be read by your target audiences.

On-Line component will be structured as a microsite that will be accessible from the navigation of Cable360.net with a link on the splash page of CableFaxMag.com. The microsite will have an initial splash page with the opening editorial and then each advertiser will have a link to their own page, which will house their editorial and a video for programming or promotional clips.

- Microsite will be promoted on our Cable360.net splash page.
- Promotion of supplement in our e-newsletters.
- Page of editorial content (same as in the print supplement) and a video clip of 3 minutes maximum.

CableFAX Sponsorship Opportunities: Awards/Events/Webinars



You are invited to partner with CableFAX in 2008 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 limited sponsorship opportunities online, in print and in-person, so please reserve your space early. Consider these outstanding lead generation, branding and business building opportunities listed below.

Awards/Events Sponsorships

In 2008, CableFAX will receive hundreds of entries in its signature awards programs. Sponsorships start at \$6,500 and include full benefits, from logo on all marketing collateral reaching more than 100,000 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:

The FAXIES Awards

(Top Cable PR & Marketing Programs)

Entry Deadline: Feb. 20, 2008

Awards Luncheon: May 6, 2008

National Press Club, DC

Program Awards

(Top Cable Programs of the Year)

Entry Deadline: May 8, 2008

Awards Luncheon: Oct. 21, 2008

National Press Club, DC

Top Opps

July 2008

Orlando, Florida

CableFAX 100 Awards Luncheon

December 2008

NYC

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.

Webinar Sponsorships

CableFAX will hold 4 to 10 Webinars in 2008. Attendees pay nearly \$300 per site to attend the 90-minute virtual workshops, with average attendance of 100 sites (350-500 attendees per webinar). One sponsorship per webinar, and benefits include exposure on marketing to 100,000+ cable professionals, online and print promotions, provision of attendee list, and a moderating role if desired.



www.Cable360.net/cfax/webinars

Editorial Staff



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, min magazine, 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.



SETH ARENSTEIN

Editorial Director/Assistant Vice President

Seth oversees the editorial content for Access Intelligence's Broadband Group, edits *CableFAX 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



STEVE GOLDSTEIN

Managing Editor, CableFAX Magazine

One of the best wordsmiths in the business, Steve joined *CableFAX magazine* in 2001 after serving as executive editor of *World Screen News*, which covers international television programming. He also was editor of *Film/Tape World*, which covers film, television and commercial production in the San Francisco Bay area. Steve's writing has appeared in *Variety* and *RES* magazines. sgoldstein@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



PAUL MAXWELL Industry Consultant

Paul has reported on cable since 1969. In addition to founding *CableFAX Daily*, he launched what is known today as *Multichannel News*. *CableVision* and *SkyReport* are among the cable-related publications Paul founded that he now calls "eleemosynary activities." Among his many honors, Paul received a Vanguard from NCTA in 2000, was named to the Cable Pioneers board in 2001 and inducted into The Cable Center Hall of Fame in 2004. maxfax@mediabiz.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 Cable Telecommunications 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



PETER CARANICAS Contributing Editor

Peter is not a stranger to cable. He traces his cable roots to 1980, when he helped start *View*, a monthly that focused on the burgeoning cable programming business and its impact on operators. He has also served as editor of publications covering film, television, advertising and technology, including *Videography*, *Millimeter*, *Film&Video*, *Shoot and Below the Line*. Peter's writing has appeared in *The Hollywood Reporter*, *World Screen* and *The New York Times Encyclopedia of Television*. caranicas@aol.com



M. C. ANTIL Contributing Editor

M.C. Antil truly is a "cable triple-threat" having held key marketing and public relations positions at an MSO (Newhouse), a trade association (CTAM) and a programmer (ESPN). Indeed, M.C. may be the only person writing about cable who used to install it. m.c.antil@att.net

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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.
- 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 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.
- 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.

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.