



**Sales Executive**  
of the Year Awards  
saluting cable sales leadership

# Join Us in Two Celebrations Championing Cable's Top Sales Executives (Affiliate and Ad Sales), and Saluting 16 of the Top Agency and Advertising Executives

June 11, 2009, Grand Hyatt Hotel, NYC



**Mark Your Calendars!**  
Advertising and Sponsorship Opportunities Available Now

## CableFAX Daily's Special

Event Report: The Mid-Day Report

4C Net Rates:

strip ad: \$3,500

superstrip ad: \$4,250

Full Page: \$5,000

Cover "2": \$6,500

Back Cover: \$7,500

## The Mid-Day Report/ Distribution:

- Awards Event Attendees
- CableFAX Daily Subscribers via Email
- Thousands More Distributed via Email
- Placement on www.CableFAX.com

## Deadlines for Advertising:

Publication Date: June 11

Sales Close Date: June 3

Artwork Date: June 5

## Champion Sponsorship Package

Package Price: \$7,500

### Benefits of Sponsorship

#### On-Site Promotion

- Receive 2 VIP Tickets
- Introduction at event and recognition of sponsorship by *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 on CableFAX.com
- Logo on program, all signage and a slide presentation
- Logo and link on web site promoting event before and after

#### Pre-event Promotion and Post-Event Advertising

- 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
- Name/Logo inclusion in Congratulatory Advertisement to appear in designated issue of *CableFAX Daily*, on CableFAX.com (for one year) and cable e-letters recognizing event winners.
- Provision of event guest list with full contact information post event



**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)

# Complete List of Sponsorship Opportunities (Ala Carte):



## **Silver Package\Champion (Per Above): \$7,500**

See details above

## **Gold Package: \$9,500**

Silver\ Champion Sponsorship Per Above

### ***Plus:***

Strip AD-4C in Mid-Day Special Report

## **Platinum Package \$12,500**

2 VIP Tickets

Platinum Status (All Champion Benefits + Change in Status Name to Platinum)

### ***Plus:***

FP-4C in Best Sellers & Sweet 16 Issue

## **Partner Status: \$18,000 –**

Sweet 16 Awards (Agencies\Clients Champion Cable Media)

Platinum Status

### ***Plus:***

Exclusive to ONE Company Only

Company Name Co-Branded on Sweet 16 Award, CableFAX and our Company Logo Appear on Award

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**View all the honorees <http://www.cablefax.com/seoy2009/>**