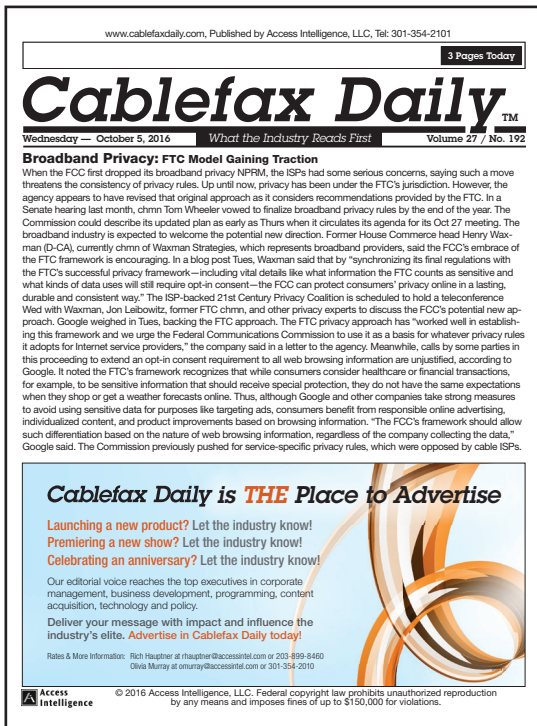


## Celebrating 28 years of Cablefax Daily



*Cablefax Daily* is an essential business tool, reaching more than 22,355 MSOs, independent operators, programming executives, telcos and satellite distributors, technology partners 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.

### Why advertise with Cablefax?

- **OUR SUBSCRIBER RENEWAL RATE IS OVER 90%**
- **LOYAL & ENGAGED SUBSCRIBERS**  
Even the busiest executives read *Cablefax Daily's* brief, to-the-point articles...and your ads. We reach over 22,355 MSOs, independent operators, and programming executives every day.
- **SITE LICENSE DISTRIBUTION**  
Unique insider distribution to multiplatform partners.
- **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.
- **UNIQUE FULL PAGE/FALSE COVER EXPOSURE**  
Be the first page the reader sees and expand your reach and exposure with a false cover or full page ad.
- **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, special events and national distribution by PDF.

"I've been reading *Cablefax* for about 30 years. I would always wake up to it every morning. I don't know how you do it, to keep us so well-informed. I really appreciate it so much."

**Nomi Bergman**  
President  
Advance/Newhouse Partnership

"I love the fact that *Cablefax* places me just a click away from the latest happenings in a very fast-paced industry. It is a very quick and convenient way to consume information about our business whether in the office or on the go!"

**Rich Jennings**  
Senior Vice President,  
Mountain West Region - Comcast

### Advertising Contacts

**Rich Hauptner**  
Director of Business Development  
203.899.8460  
rhauptner@accessintel.com

**Olivia Murray**  
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**Jo Ben-Atar**  
Sales  
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jbenater@accessintel.com

**Michael Grebb**  
Publisher  
323.380.6263  
mgrebb@accessintel.com

## Paid Premium Content

**Our subscriber renewal rate is over 90%, proving Cablefax Daily readers are a loyal and engaged audience.**

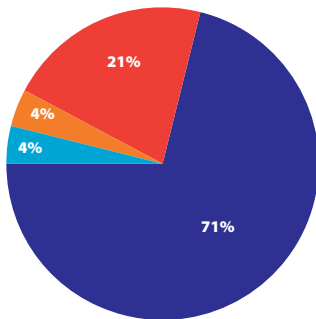
Cablefax Daily is read by 100% of the top 20 Multichannel Video Program Distributors, many of whom are corporate-wide subscribers. Our subscriber base includes the C-Suite Executives, Presidents, Senior VPs, VPs, General Managers of Top Distributors below, plus others not listed. Reach includes top titles in corporate management, program management and engineering management, content acquisition, as well as top sales and marketing titles.

Besides its electronic distribution, Cablefax Daily is distributed in print and electronic format at all major cable industry events including conferences and events hosted by NCTA, NCTC, ACA, WICT, NAMIC, CTAM and our own Cablefax events (see list of events at [www.cablefax.com/events](http://www.cablefax.com/events)).

### Top Operators and Multi-Platform Distributors Who Read Cablefax Daily

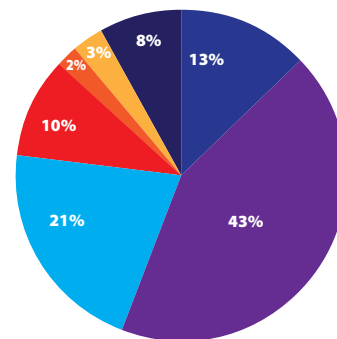
Altice	Cable One	DISH	RCN
Armstrong	Charter	MediaCom	Verizon
Atlantic Broadband	Comcast	Metrocast	WOW!
AT&T/DirecTV	Cox	Midco	(sample listing)

### Cablefax Daily Readership by Industry



- Cable Operators, MSO's, Independents, Telcos/Satellite, Broadband, Mobile
- Networks
- Partners to the Industry (Legal, Technology, Finance, Trade Associations)
- Brand Marketers/National Advertisers and Agencies

### Cablefax Daily Title Breakdown



- C level / President
- EVP / VP
- Director
- Manager
- Supervisor
- Coordinator
- Other (including Acct Exec / Attorney / Consultant)

### SO WHY WORK WITH CABLEFAX?

We have the most targeted audience in the industry; C-Suite Executives read us and want more; highly respected content delivered daily; most well respected trade for 25+ years.

## The Magazine

*Cablefax: The Magazine* is published five 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* reaches a total audience of over 48,000 in print and e-media efforts which include *Cablefax Daily* subscribers and The Skinny audience. *Cablefax: The Magazine* is distributed at the industry events throughout the year. [www.cablefaxmag.com](http://www.cablefaxmag.com)



### Most Innovative People in Multiscreen

March 2017



### Cablefax 100

April 2017



### Top Ops

July 2017



### Most Influential Minorities in Cable

September 2017



### Most Powerful Women in Cable

November 2017

## E-newsletters

### The SKINNY from Cablefax

**Frequency:** Weekly, Tuesday | **Average delivered:** 43,000

The Skinny from Cablefax delivers the weekly must-read cable news and events in the industry. Delivered every Tuesday—it's the ideal quick-read for the busy cable executive.

### Cablefax TECH

**Frequency:** Biweekly, Wednesday | **Average delivered:** 37,000

Put Cablefax to work for you by promoting your products and services in our free, biweekly Tech e-newsletter that reports the latest news in technology, digital solutions and product innovation.

### SCREENSTER

**Frequency:** Biweekly, Wednesday | **Average delivered:** 64,000

Screenster covers the intersection of online content and traditional media as both converge into a digital soup of audience aggregation, community building and monetization. As the lines between web video and linear TV continue to blur, Screenster makes sense of the confusion, covering the deal making, content creation process, digital marketing tactics product innovation and myriad other factors swirling around digital media.



## Special Issues

### Sponsored Cablefax Special Report

For companies that want a turn-key solution. Cablefax proposes the topic, develops and writes the editorial content. The advertiser's message is aligned with the topic of their choice with content delivered in a voice (Cablefax's) that readers know and trust. The Special Report PDF is an excellent marketing piece.

#### Possible Topics Include:

Holiday Programming, Sports, Summer Programming, Black History Month, 4K, Inside Comic-Con and many more.

### Industry Show Issues

Gain momentum heading into & around industry tradeshows. With comprehensive pre-show issues, a show daily, and wrap-up issue, Cablefax has you covered. Our talented editorial team will collect product announcements and market analysis leading into the show, feature breaking news from the show floor, and highlight the hottest news and most significant technology announcements.

Reach more than 48,000 decision makers in the industry. Don't let the size of the show be an obstacle to your success. Partner with Cablefax and collect valuable leads prior and drive attendee engagement.

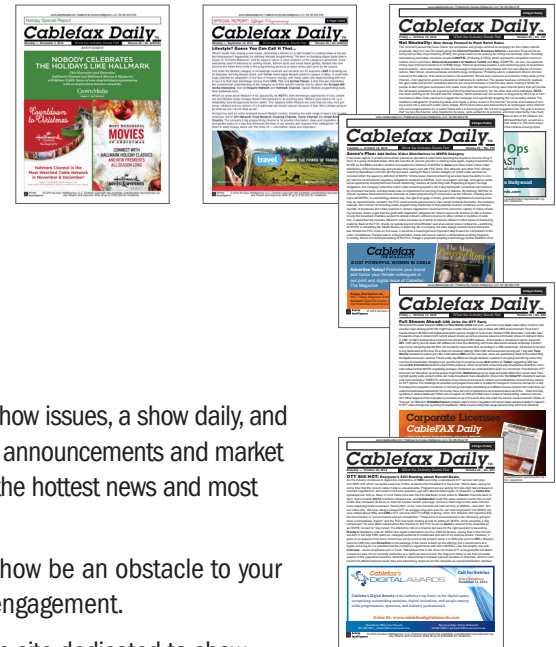
In addition to the eNewsletter exposure, ads will also appear in a special section of the site dedicated to show coverage to maximize exposure.

**Partner Associations Include:** ACA, CTHRA, NAB, NAMIC, NCTA, NCTC, SCTE, WICT

#### - DISTRIBUTION:

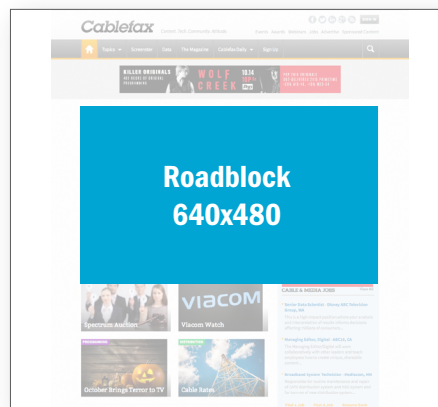
Unique National and On-Site Distribution includes pub-bins, hotel room drops, and availability at various Convention Center locations throughout the day thanks to our many association partners. Our national electronic distribution means your message will also reach those who cannot make it to the show.

#### - SPECIAL 3 & 4 DAY PACKAGES AVAILABLE WITH EXCITING ADD-ONS!



## Online Opportunities

Cablefax's website, [www.cablefax.com](http://www.cablefax.com) offers cable professionals the big picture on their business, from beltway politics to programming to the deployment of advanced services. Covering the latest developments in programming, technology, regulation and distribution, Cablefax.com is optimized for whatever screen you are using.



## Content Marketing, Thought Leadership & Lead Gen

Marketing programs built around custom surveys, special reports and/or webinars are good matches for your clients' needs. Companies will benefit from well-rounded campaigns that include unique content and marketing promotions (via email, banners, etc.) by Cablefax to drive visibility, response rates or attendees. Select the program that best meets each individual client's needs:

### 1 SPONSORED CONTENT

- Create, distribute, and manage all of your content in one place
- Post unlimited content
- Content fully searchable through Cablefax
- Gate your content to obtain qualified leads

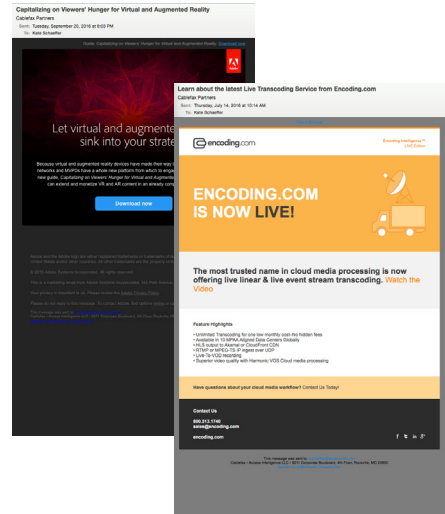


### 2 EMAIL BLAST

**DELIVER YOUR NEWS AND PRODUCT ANNOUNCEMENTS TO THE 49,000 BUYERS WHO OPT-IN TO CABLEFAX ELETTERS**

- Your news and products sent to 49,000 opt-in subscribers
- Excellent open rates averaging 16-20%!
- Drive traffic to your website
- Gather leads

Do you have a new product or service you would like to promote? Does your sales team need to generate leads? Attending an event and looking to set up meetings? These are just some of the ways you can reach the Cablefax audience. Send us your HTML and we do the rest. Reach beyond your database into ours for highly qualified business leads through this valuable service.



### 3 CO-BRANDED SURVEY

Enhance your leadership position in the industry by polling Cablefax's readers with a co-branded survey. Sponsorship includes co-branding of a survey sent to our readers (Cablefax and Sponsor Name Present Survey on XYZ), a link to your site, coverage of survey results in Cablefax (including quotes from your executives), provision of respondent list with full contact information, and co-ownership of proprietary market research data stemming from the survey.

The survey is emailed to 48,000 content creators and promoted via Cablefax's e-letters and social media channels; expect to receive between 350 and 1,200 qualified responses.



## 4 WEBINARS

Cablefax webinars are an engaging, measurable and cost-effective way to reach decision makers in the industry. By combining the immediacy of the Internet with a robust online meeting platform that supports high-quality video, live Q&A, instant polling, file sharing and more, Cablefax webinars provide a dynamic marketing solution that accelerates the lead generation process and actionable results.

Not only will we assist you in the creation of the marketing materials and promote it to our list, your company will get contact information for all of those who signed up to attend. Cablefax webinar sponsors have found the registration process is one of the most effective ways to generate highly qualified leads.

### BENEFITS INCLUDE:

- Excellent lead generation
- Sponsor develops the content
- Moderated by Cablefax
- Complete marketing program to obtain attendees, including:
  - Minimum of 3 eBlasts
  - Promote on Cablefax.com
  - Promote in eNewsletters
  - Promote on social media (LinkedIn, Facebook and Twitter)
- Provided a complete list of all registrants via web reporting
- Hosted on Cablefax for one year

**Free Webinar**  
**Cutting Through the Clutter:**  
 Using Contextual Intelligence to Improve Entertainment Discovery

Thursday, October 16  
 10 a.m. PT / 1 p.m. ET

Enter to win an Xbox One!

[Register Now](#)

Cablefax IDC Analyze the Future powered by ROVI

**Free Webinar**  
**Going IP Without Breaking the Bank**  
 The Migration Options Available to Operators of All Shapes and Sizes

Monday, April 20  
 10.30 a.m. PT / 1.30 p.m. ET

[Register Now](#)

Cablefax SNL Cablelabs edgewartel

## 5 GAMIFY/POLLS

### SOCIAL SHARING AND LEAD GEN PROGRAM

Run a “quick poll” with our audience of more than 68,000 on a topic of choice – get editorial coverage, leads and social shares. This is an engaging way to do quick research, connect with qualified communicators and get media coverage. Poll runs on Cablefax web site for 2 weeks, plus is promoted via email blasts, e-letters and social media.

Cablefax

CSG LAUNCH FAST. MONETIZE FAST.

**Game Time: Talking eSports with ELeague as Season 2 Begins**

Cablefax Daily

**PUT CABLEFAX'S JOB BOARD TO WORK FOR YOU**

1. Target
2. Be Selective
3. Stand Out
4. Start Today!

CABLE & MEDIA JOBS

## 7 LONG-FORM MULTIMEDIA RICH CONTENT MARKETING

Showcase your sponsored content with our premium high-impact display format combining long-form journalism with rich multimedia features. We'll bring your content, including whitepapers or case studies, to life in a dynamic, engaging package with immersive video, audio and graphic elements.

**Broadcasters Ready to Move Faster into 4K**

**The Coming Wave of Maritime VSAT Growth**

**Emerging Space Powers: The Leaders of Tomorrow**

**Innovat Exec Talks About Operator's Role in Search for M4570**

**Rethink Education: Using Studies, The Satellite Connectivity Play**

## Event Sponsorships

Whether you're looking to increase traffic to your website or booth, position your brand as an industry leader, obtain and nurture leads for your sales reps, or all three, Cablefax Conference & Events offer branding opportunities designed to deliver your message to qualified decision-makers and get you engaged with influential executives.

### Cablefax Conference:

#### June 2017

Cablefax's Conferences give the inside track on how to navigate, consolidate and aggregate incredible opportunities amid the dramatically shifting TV landscape for content distributors, programmers, technology innovators and other industry players.

In its 5th year, the annual TV Innovation Summit brings together an elite group of more than 250 leaders to learn, brainstorm and network.

### Award Events:

**March 30:** Cablefax Digital & Tech Awards

**June:** FAXIES & Sales Executive of the Year Awards

**September:** Program Awards & Top Ops, Trailer Awards & Top Ops Event

**November:** Most Powerful Women in Cable Luncheon

**December:** The Overachievers Under 30 Networking Reception

## Cablefax's Roundtables

### New for 2017: VIRTUAL ROUNDTABLES

Take advantage of a rare opportunity that Cablefax offers and participate in an off-the-record roundtable with association board members and other industry leaders. Be a part of our invite only, topic driven Leadership Roundtable with 20-25 participants. We bring together board members from the industry analysts, distributors and vendors for an intimate conversation and possible debates. Topic ideas welcome.

Opportunities available during these industry events: ACA, NAB, Independent Show, CTHRA

**"The Cablefax Roundtable is an excellent way to interact with industry leaders and discuss industry issues that we all care about deeply. Many thanks to Cablefax for its leadership on encouraging this important dialogue, which doesn't happen often enough. I'll go anytime they ask!"**

—Matthew M. Polka, Pres/CEO, American Cable Association



## Advertising Specifications

### Cablefax Daily

Ad Type	Ad Size	File Type
Strip Ad	7.5 x 2 (no bleed)	- 300dpi - PDF - CMYK only, no spot color
Super Strip	7.5 x 3.33 (no bleed)	
Full Page	Bleed: 8.75 x 11.25 Trim: 8.5 x 11	
False Cover	7.5 x 7.75 (no bleed)	
Buy Out – 4 Page		

### Cablefax: The Magazine

Ad Type	Ad Size	File Type
Full Page Trim Size (non-bleed)	7.875 x 10.75	- 300dpi - PDF - CMYK only, no spot colors
Full Page Bleed	8.125 x 11	
Full Page Live	7.125 x 10	
Half Page (no bleed)	7 x 4.75	

Ads are due no later than 2 business days prior to issue date.

\*If Cablefax is used in an ad, please brand as all one word – lowercase “fax”.

For ad questions regarding *Cablefax Daily* and *Cablefax: The Magazine* contact Production Manager, Joann Fato at [jfato@accessintel.com](mailto:jfato@accessintel.com).

### Website

Ad Type	Ad Size	File Type	File Size
Leaderboard	728 x 90 970 x 90	FLASH, Gif or Jpg If the file is animated it should continuously loop	60K or less
PopUp	640 x 480		
Box	300 x 250		
Homepage Roadblock	728 x 90 160 x 600 300 x 250		50KB or less
Slider Rising Start	950 x 90		
Video	Contact for specs		
Other	Wallpaper Countdown Clock Site Skin	Contact for specs	

### E-letters

Ad Type	Ad Size	File Type	File Size
Leaderboard	728 x 90 728 x 300	FLASH, Gif or Jpg If the file is animated it should continuously loop	60K or less
Box	300 x 250		

\*If a flash file is being provided, please make sure the following action script coding is inserted in the file and the URL is NOT hard coded/ embedded in the file. In addition please provide a backup gif/jpg file on (release {getURL (\_level0.clickTag, “\_blank”);})

For questions regarding the Cablefax website or Cablefax’s E-letters, contact Michael Kraus [mkraus@accessintel.com](mailto:mkraus@accessintel.com)