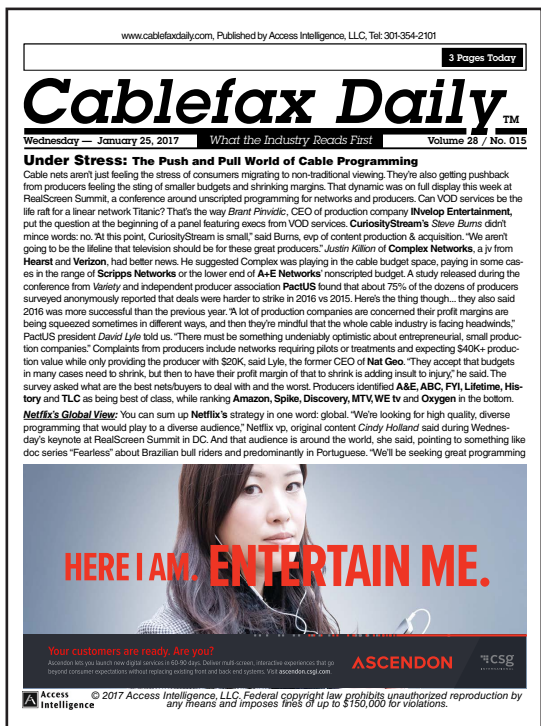


Celebrating 29 years of Cablefax Daily



Cablefax Daily is an essential business tool, reaching more than 22,000 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 22,000 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 industry event issue receives maximum exposure, including hotel room drops, pub bins and national distribution by PDF.

"I'm a long time reader and fan. It's essential to any media executive."

Mark Cuban
AXS TV

"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

Olivia Murray
Account Executive
301.354.2010
omurray@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.

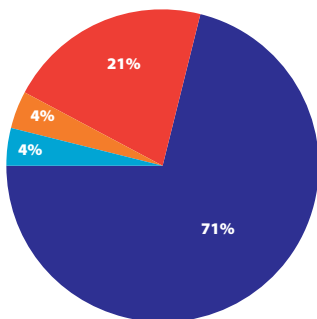
Cablefax Daily is read by the top Multichannel Video Program Distributors, many of whom are corporate-wide subscribers. Our subscriber base includes the C-Suite Executives, Presidents, Senior VPs, VPs, General Managers of Top Distributors below, plus others not listed. Reach includes top titles in corporate 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 SCTE, NCTC, ACA, WICT, NAMIC, CTAM and our own CFX events (see list of events at www.cablefax.com/events).

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

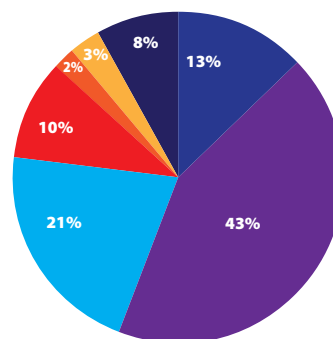
Altice	Cable One	DISH	RCN
Armstrong	Charter	Mediacom	Verizon
Atlantic Broadband	Comcast	Metrocast	WOW!
AT&T/DirecTV	Cox	Midco	(sample listing)

***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 Daily*?

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 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



Cablefax 100
June 2018



Top Ops
July 2018



Most Influential Minorities
October 2018



Most Powerful Women
November 2018

E-newsletters

The SKINNY from CFX

Frequency: Weekly, Tuesday | **Average delivered:** 33,000

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.

CFX TECH

Frequency: Biweekly, Wednesday | **Average delivered:** 33,000

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.



Special Issues

Sponsored CFX Special Report

For companies that want a turn-key solution. Cablefax Daily 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 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, CFX 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.

Don't let the size of the show be an obstacle to your success. Partner with us to 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 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!



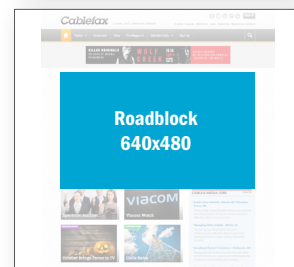
Data Marketing

If you're a technology company trying to gain access to highly defined executives in Cable, TV and Broadband, we have introduced a new targeting and audience extension marketing capabilities in 2018 to help you achieve your goals!

Leverage our data marketing capabilities to micro-target and intelligently message the CFX audience based on demographic and behavioral insights and generate highly qualified business leads with surgical precision!

Our capabilities include:

- **Account based Targeting** – If you're interested in reaching specific job functions at specific firms or from a defined segment, we can target only companies that meet your criteria. We can also deliver messages to your prospects on our websites.
- **Behavioral tracking and intelligent messaging** – Once we have identified your prospects, we can track their engagements and specific behaviors across our digital touch points and evolve and deliver.
- **Track prospects that leave our site onto other mainstream websites** – Utilize our website network partners to track prospects when they leave our site to engage in other mainstream sites across the Web.



Content Marketing, Thought Leadership & Lead Gen

Marketing programs built around custom surveys, special reports and/or webinars are good matches for your clients' needs. You will benefit from well-rounded campaigns that include unique content and marketing promotions aimed at driving 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
- Fully search content through CFX
- Gate your content to obtain qualified leads

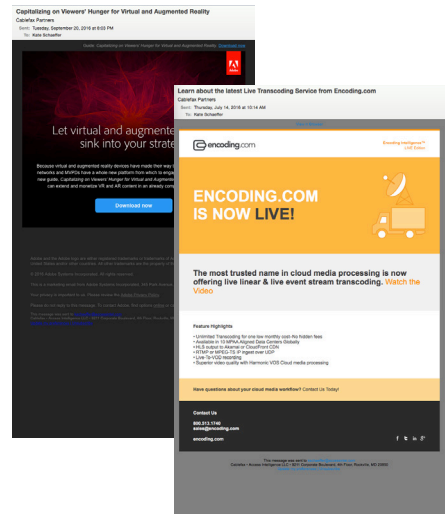


2 EMAIL BLAST

DELIVER YOUR NEWS AND PRODUCT ANNOUNCEMENTS TO THE 39,000 BUYERS WHO OPT-IN TO CFX ELETTERS

- Your news and products sent to 39,000 opt-in subscribers
- Excellent open rates averaging 16-20%!
- Drive traffic to your website
- Gather leads

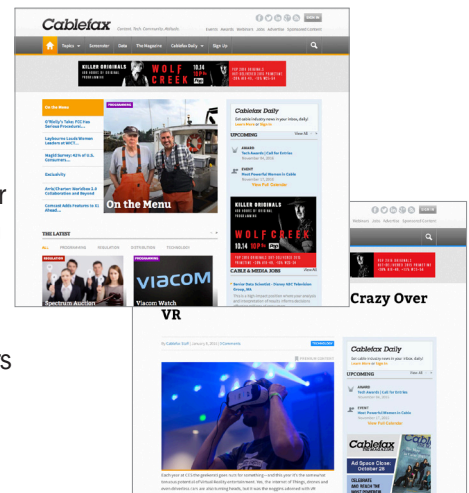
Do you have a new product or service you would like to promote? Does your sales team need to generate leads? Attending an event and looking to set up meetings? These are just some of the ways you can reach our audience. Send us your HTML and we do the rest. Reach beyond your database into ours for highly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



3 CO-BRANDED SURVEY

Enhance your leadership position in the industry by polling our readers with a co-branded survey. Sponsorship includes sponsored survey sent to our readers (Cablefax and Sponsor Name Present Survey on XYZ), that includes a link to your site, coverage of survey results (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 over 35,000 content creators and promoted via e-letters and social media channels; expect to receive between 350 and 1,200 qualified responses.



4 WEBINARS

CFX 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, our 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. Our 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 our editors
- 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 | edgware

5 GAMIFY/POLLS

SOCIAL SHARING AND LEAD GEN PROGRAM

Run a “quick poll” with our audience 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. A poll runs on cablefax.com for 2 weeks, plus it’s promoted via email blasts, e-letters and social media.

Cablefax.com interface showing a poll titled "Game Time: Talking eSports with ELeague as Season 2 Begins". The page includes a navigation bar, a main article header, and a sidebar with sections like "Cablefax Daily" and "FULL CABLEFAX'S JOB BOARD TO THANK FOR YOU".

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.

A multimedia-rich content package titled "Broadcasters Ready to Move Faster into 4K". The layout features a large hero image with text, several smaller video thumbnails with titles like "The Coming Wave of Maritime VSA Growth", "Emerging Space Powers: The Leaders of Tomorrow", "Inmarsat Exec Talks About Operator's Role in 5G", and "Reinforcing Education and Skills in 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.

CFX Leaders Retreat:

In Spring 2018, CFX will bring together some of the top leaders and strategists from the TV industry for an exclusive, off-the-record retreat that will mix introspective roundtable discussions and brainstorming sessions with plenty of networking activities. The goal is to fully explore the disruption taking place across media and gain insights that each participant will be able to take back to the office and apply to their businesses. This is the perfect opportunity for savvy sponsors to get valuable face time with VIPs from distributors, programmers and more. Various sponsor packages available.

Award Events:

February: Digital and Tech

March: Top Lawyer's Dinner

June: FAXIES, Cablefax's 100 Celebration; also honoring Rising Leaders

October 16th: NAMIC-Cablefax Breakfast

November: Program and Trailer; Most Powerful Women Luncheon

New Opportunity!

Super charge your social media presence! Become an exclusive sponsor of one or multiple awards pages on the Cablefax website and boost your social media presence.

Cablefax's Roundtables

New for 2018: 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.

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