

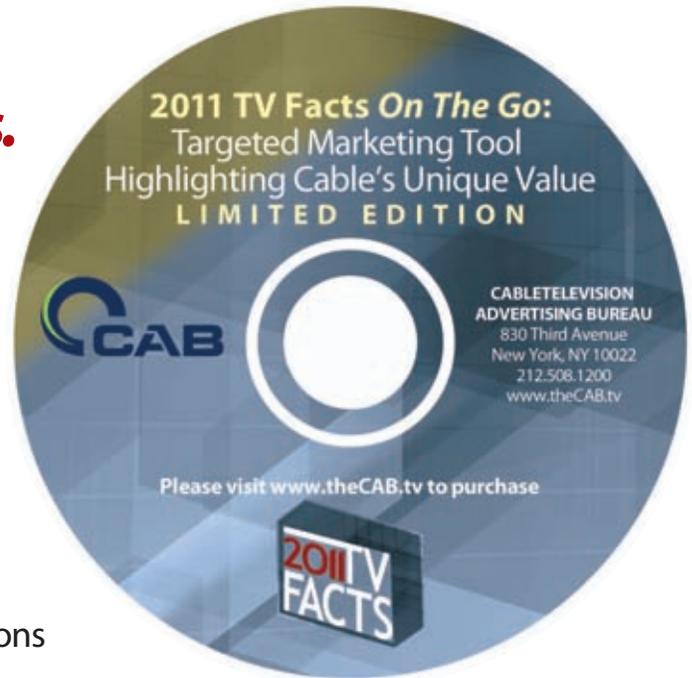
# A Comprehensive Resource Highlighting Cable's Strengths.

This digital version is a collection of targeted charts from the 2011 TV Fact Book, highlighting Cable's unique value to advertisers.

Cable's tremendous growth – in original content, distribution, targeted-geography and demography – has transformed Ad-Supported Cable into an effective reach medium.

This collection of over 30 PowerPoint charts are created on a white background so you can easily grab and paste into your existing presentations on the go.

This easy to use CD gives you the power to customize TV Facts' major points to support your specific sales needs. It is designed to assist you in making informed decisions about how cable can help achieve your marketing goals and can be utilized as a valuable leave-behind on your sales calls.



## 2011 TV Facts On The Go includes:

- Viewing Trends By Daypart
- Rating Classifications
- MultiCultural Product Consumption
- Reach
- Ratings By Demo By Daypart
- Media Trusted Most
- Video Consumption
- Penetrations
- TV – Top Source For News/Info
- Original Programming Investment
- Upscale/Downscale Filters
- Original Programming Icons
- Number Of Original Programming
- HHs Likely To Purchase Goods/Services
- Etc...

To order, mail (with attention to Nancy Lagos) to CAB (830 Third Avenue, NY, NY 10022) or email [nancy@cabletvadbureau.com](mailto:nancy@cabletvadbureau.com) with your order.

## 2011 TV FACTS ON THE GO ORDER FORM

**CAB Member Prices:** \$50.00 ea.  
**Non-Member Price:** \$75.00 ea.

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( ) \_\_\_\_\_ ( ) \_\_\_\_\_  
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### Please complete below:

CAB Member  Non-Member

		AMOUNT
A. CDs	# of copies ___@\$_ each=	\$
B. Shipping:	(10% of above CD order)	\$
<b>C. Subtotal:</b>	(Line A & B)	\$
D. Sales Tax:	(Add applicable sales tax of above subtotal if located in NY State)	\$
<b>GRAND TOTAL ENCLOSED:</b>		\$

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 Visa  MasterCard  Amex

Account Number \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

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