

# A Comprehensive Resource Highlighting Cable's Strengths.

This digital version is a collection of targeted charts from the 2012 TV Fact Book, highlighting Cable's unique value to advertisers.

This collection of over 30 PowerPoint charts were 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.



## 2012 TV Facts On The Go includes:

- Viewing Trends By Daypart & Demo
- Cable's Target-Ability
- Reach
- Video Consumption
- Original Programming
- Rating Classifications
- Penetrations
- Upscale/Downscale Filters
- HHs Likely To Purchase Goods/Services
- MultiCultural Product Consumption
- Media Trusted Most
- Original Programming Icons
- Etc



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

## 2012 TV Facts On The Go Order Form

**CAB Member Prices:**  
\$50.00 ea.

**Non-Member Prices:**  
\$75.00 ea.

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**SEND FORM TO ►**

**Cable Advertising Bureau • 830 Third Avenue, New York, NY 10022**  
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ACCOUNT NUMBER _____		
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