

2011 TV FACTS

Advertising's #1 Information Resource

CAB's *2011 TV Facts* is an effective pocket sized marketing tool that contains 120+ pages of up-to-date information on all major media; highlighting the distinguished value of Cable.

The user friendly *TV Facts* provides a graphic snapshot of video's current landscape and is a valuable resource for anyone involved in the evaluation, planning or buying of media. This concise reference guide is designed to help support sound advertising plans in an increasingly segmented and complex marketing environment, with all the important facts and charts at your fingertips, demonstrating Cable's key marketing advantages.

The *2011 TV Facts* reveals:

- NEW Multi-Screen consumption trends;
- NEW Interactivity significance;
- NEW High Definition benefits;
- NEW Local Cable target-ability benefits;
- NEW Internet/Telco Video projections;
- NEW Media Consumption While Shopping trends;
- NEW Technology Ownership trends;
- NEW Cable's Reach Dominance;
- NEW DVR impact charts;
- NEW TV Revenue trends;
- NEW Ethnic viewing trends;
- NEW Social v. solitary viewing trends;
- TV & Internet simultaneous usage;
- Cable originals programming;
- How cable stacks up against the competition - looking at ALL delivery systems;
- Time spent by source;
- Rating trends;
- Multi-Media Trends;
- The natural filter of the upscale Cable universe; Etc...



TV Facts graphically provides information necessary to make crucial sales points or address any of the objections that you may encounter when discussing cable advertising. Additionally, the *TV Facts* contains a directory of Ad-Supported Cable networks and contact information for each network.

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

2011 TV FACTS ORDER FORM

CAB Member Prices: (1-49): \$10.99 ea. (50-99): \$10.25 ea. (100-249): \$9.25 ea. (250+): \$8.25 ea.
Non-Member Price: \$24.99 ea.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

() _____ () _____
 Phone Fax E-mail



Send form to: **Cabletelevision Advertising Bureau** • 830 Third Avenue • New York, NY 10022 • www.theCAB.tv
 Attention to Nancy Lagos (212) 508-1229 • (E) nancy@cabletvadbureau.com • FAX 212-832-3268

Please complete below:

CAB Member Non-Member

	AMOUNT
A. Books: # of copies ___ @ \$ ___ each=	\$
B. Shipping: (10% of above book order)	\$
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GRAND TOTAL ENCLOSED:	\$

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Signature _____

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