

2013 TV Facts - Advertising's #1 Information Resource

CAB's **2013 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 content across various screens.

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 guide clearly demonstrates Cable's key marketing advantages with data and charts right at your fingertips.

The **2013 TV Facts** reveals:

- Latest Custom CAB Multi-Screen Study highlights;
- Video Consumption trends by age/ethnicity;
- Original Cable's Programming Investment;
- Social Media trends;
- Technology Ownership trends;
- DVR impact charts;
- Cable's Reach;
- TV Revenue trends;
- How Cable Stacks Up Against The Competition;
- Time Spent By Source;
- Rating trends;
- Multi-Media trends;
- Product Consumption;
- Ethnic viewing 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 nancyl@cabletvadbureau.com with your order.



2013 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 Prices:

\$24.99 ea.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

PLEASE COMPLETE BELOW:

CAB Member Non-Member

	AMOUNT
A. Books: # of copies _____ @ \$ _____ each=	\$ _____
B. Shipping: (10% of above book order)	\$ _____
C. Subtotal: (Line A & B)	\$ _____
D. Sales Tax: (Add applicable sales tax of above subtotal if located in NY State)	\$ _____
GRAND TOTAL ENCLOSED:	\$ _____

CHECK ENCLOSED (Please make payable to CAB)

VISA MASTERCARD AMEX

ACCOUNT NUMBER _____

CARDHOLDER'S NAME _____

SIGNATURE _____

EXPIRATION DATE _____

SEND FORM TO ►

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