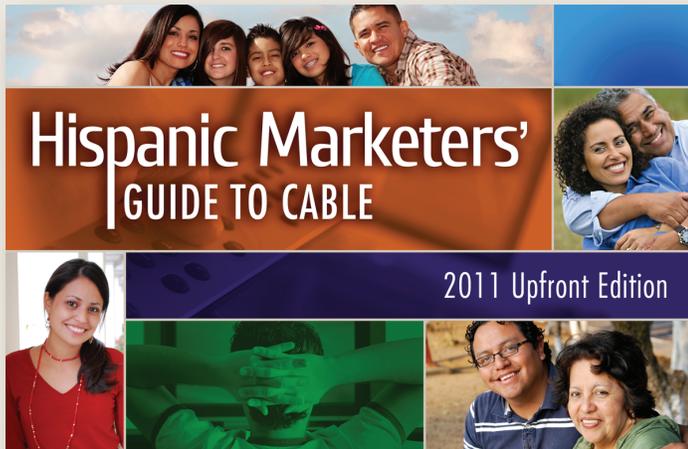


Hispanic Marketers' Guide to Cable **2011 Upfront Edition**



The definitive guide to effectively connecting with Hispanic Consumers using cable television.

Presenting the one stop resource for those looking to connect with today's Hispanic consumers. **Hispanic Marketers' Guide to Cable: Upfront Edition** is an essential planning tool designed to provide you with the most up-to-date information on the Hispanic television marketplace.

This publication answers some of the most frequently asked questions about Hispanics and cable while assisting you in creating new and expanded relationships with all segments of today's Hispanic consumer.

TOPICS INCLUDE:

- Why Cable?
- How Many Hispanics Subscribe to Cable?
- What Trends Are Emerging?
- How Far Does Cable Reach?
- Does Cable Deliver Unique Viewers?
- Who is Watching What?
- How Much Have Spanish Audiences Grown?
- What Drives Hispanic Viewers to Cable?
- Hispanic TV & Marketing Facts
- About English Language Networks

To order visit:
www.thecab.tv

Or contact:
CABLETELEVISION ADVERTISING BUREAU
830 Third Ave, 2nd Floor, New York, NY 10022

NancyI@cabletvadbureau.com or Cynthiap@cabletvadbureau.com
(212) 508-1229 (212) 508-1233

HISPANIC MARKETERS' GUIDE ORDER FORM

- CAB Member
 Non-Member

Please Complete Below:

CAB Member Prices: (1-50): \$24.95 ea. (50-100): \$19.95 ea. (100+): \$13.95 ea.
Non-Member Price: \$49.95 ea.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

() () _____

Phone _____ Fax _____ E-mail _____



Send form to: **Cabletelevision Advertising Bureau**, 830 Third Avenue, New York, NY 10022
Fax (212) 832-3268 Attention to Nancy Lagos
Phone (212) 508-1229

Media (select one):

_____ Book _____ CD-ROM _____ Flash Drive

	AMOUNT
A. # of copies _____ @ \$ _____ each =	\$ _____
B. Subtotal: (Line A & B)	\$ _____
C. 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 _____