

2013 Cable Network Profiles

The Latest Compendium Of Ad-supported Cable Network Information Featuring More In-depth Information Than Ever!

SIMPLIFIES YOUR PLANNING AND PRESENTATION EFFORTS

CAB's 2013 Cable Network Profiles provides you with in-depth summaries of virtually all the national ad-supported cable networks. It contains concise listings that allow you to quickly reference advertising information about each network and their abilities to target desired audiences. This year's handbook is the most in-depth edition ever published by CAB.

FACILITATE YOUR PLANNING EFFORTS

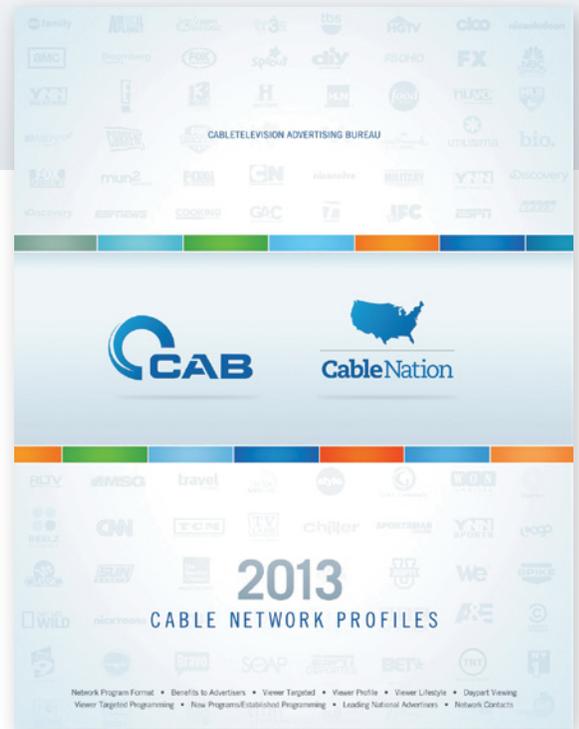
Each listing in 2013 Cable Network Profiles includes valuable advertising information about each cable network:

- Description of their programming
- Demographic skew of programming by daypart
- The benefits of each network to advertisers
- Programming highlights
- Network contacts

CABLE NETWORK PROFILE CD

The 2013 Cable Network Profiles CD allows you to search the entire contents of the publication by desired demographics, programming genres or keywords. Using the CD, you can quickly identify those ad-supported cable networks that reach your target audiences.

To order: Mail (with attention to Nancy Lagos) to CAB (830 Third Avenue, NY, NY 10022) or Fax to (212) 832-3268 or email nancyL@cabletvadbureau.com.



CABLE ADVERTISING BUREAU

2013 CABLE NETWORK PROFILES Order Form

NETWORK PROFILE BOOK

CAB Member Prices:
\$60.00 ea.

Non-Member Prices:
\$90.00 ea.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

NETWORK PROFILE CD

CAB Member Prices:
\$50.00 ea.

Non-Member Prices:
\$80.00 ea.

SEND FORM BY:
MAIL/FAX/EMAIL

Cable Advertising Bureau • 830 Third Avenue, New York, NY 10022
Fax (212) 832-3268 Attention to Nancy Lagos • Phone (212) 508-1229
Email NancyL@cabletvadbureau.com

PLEASE COMPLETE BELOW:

| | AMOUNT |
|---|----------|
| <input type="checkbox"/> CAB Member <input type="checkbox"/> Non-Member | |
| A. Books: # of copies _____ @ \$ _____ each = | \$ _____ |
| CDs: # of copies _____ @ \$ _____ each = | \$ _____ |
| B. Shipping: (10% of above 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 _____