

Cable Guide 2007

Publishes MAY 7 • Closes MARCH 30

Maximize your reach during Upfront

Advertising Age's Cable Guide, **the most trusted and well-known resource for cable network offerings during the Upfront**, is timed to reach media planners and buyers as they are allocating budgets. The guide offers an ideal platform to showcase the power of your cable network's programming to deliver results.

In the ad measurement study of the Ad Age issue with the 2006 Cable Guide, **7 of the top 10 scoring ads were in the Guide**. And the issue had a whopping **97% readership rate!** That's proven reader engagement for the issue and recognition for the ads in the Cable Guide.

Place your full-page ad in the Cable Guide and receive...

- **an adjacent full-page marketing profile** that details your programming for the coming season along with a week-long programming grid
- **ad measurement study** that provides feedback on readers' recall and impressions of your ad and profile
- **your ad and profile in the digital edition of the Cable Guide**, living on *Advertising Age Online* (www.adage.com) for 12 months. Additional advertising opportunities available. Ask us how you can really make your profile in the digital edition pop off the screen

In book and online, *Advertising Age* has **total audience contacts of 712,000+ advertising, marketing and media professionals**. Advertise in the Cable Guide and deliver your message with the media brand marketers, media planners and buyers trust for its unparalleled coverage of the Upfront and the larger world of marketing.

Advertising Age Rates (gross)

Special Custom Programs Pricing

4-Color Full Page \$28,355

For more information, contact your sales representative or Suzanne Hermalyn, Director, Custom Programs at 508.497.8688 or shermalyn@crain.com.

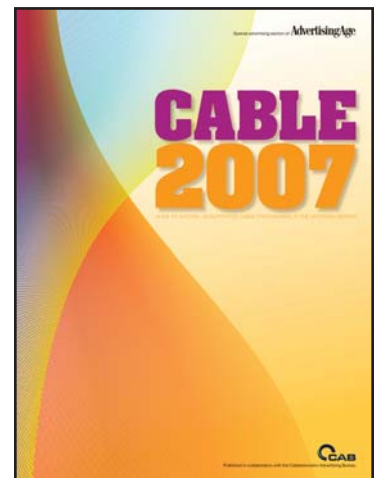
Advertising Age's annual Cable Guide distribution reaches the largest audience of media buyers, planners and marketers

Advertising Age 257,960 advertising, marketing & media executives every week

Advertising Age Online 454,364 agency and marketing professionals every month

PLUS...Special delivery to **2,000 planners and buyers in media departments** at the leading agencies

BONUS DISTRIBUTION to The Cable Show, hosted by NCTA and CAB (May 7-9 • Las Vegas, NV)



Source: ABC Consolidated Media Report, June 2006.