

# CABLE GUIDE

**DESIGNED TO HELP MEDIA PLANNERS AND BUYERS** navigate the abundance of cable-buying choices, and timed to reach these buyers just as they allocate their budgets, the Cable Guide offers a right place, right time opportunity for networks to showcase their programming and partnership opportunities.

**PUBLISHES: MAY 4 • AD CLOSE: MARCH 23**  
**WHERE ADVERTISERS TURN TO LEARN HOW TO NAVIGATE THEIR CABLE BUYING CHOICES**

**CABLE VIEWERSHIP CONTINUES TO RISE**, networks are investing heavily in original programming and the industry's overall branding efforts are paying off – but economic concerns will continue to keep the battle for dollars heated. The Ad Age Cable Guide has been created to help cable brands carry their message directly to the audience they want to reach.

**EACH ADVERTISER IS ALSO PROVIDED WITH** a custom-developed profile featuring their capabilities and describing how they can help marketers best reach their target audiences.

## ADVERTISER PACKAGE

### PRINT

- Full Page, 4-color ad
- Adjacent full page marketing profile

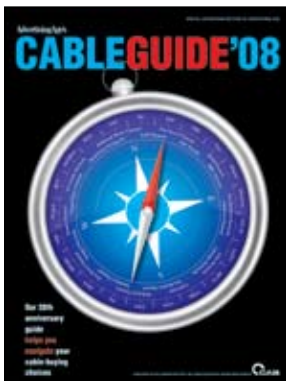
### ONLINE

- Each profile appears on AdAge.com for 12-months in a special Cable Guide section
- Check out the 2008 edition at [brandedcontent.adage.com/cableguide08](http://brandedcontent.adage.com/cableguide08)

## TOTAL PACKAGE PRICE

\$30,242 (GROSS)

**CONTACT:** Your sales representative or Angela Carola at 212.210.0407 or [acarola@adage.com](mailto:acarola@adage.com).



**AdvertisingAge**  
NEW PLATFORMS. NEW PARTNERS. NEW ERA. ADAGE.COM