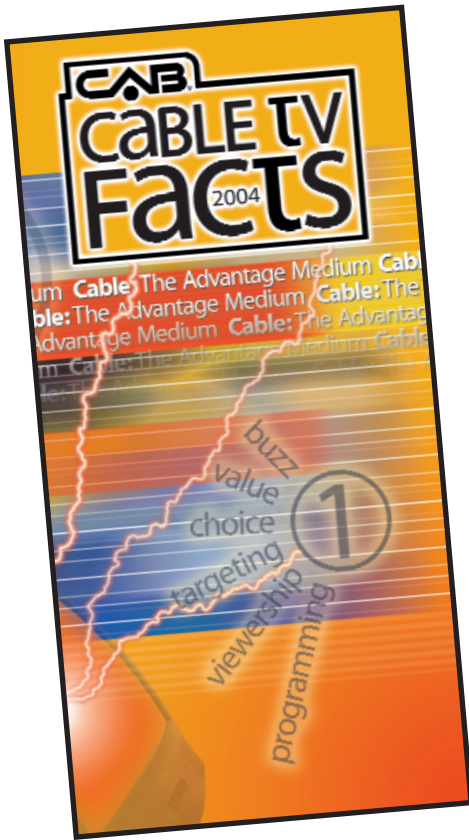




CABLE TV FACTS 2004



Cable Advertising's #1 Information Resource

CAB's 2004 Cable TV Facts contains a wealth of valuable data that boldly demonstrate the dramatic changes which continue to take place in the American television home, establishing basic cable as the fastest-growing segment of TV programming. This essential, concise planning tool shows that cable subscribers are heavier consumers of most product and services, making them prime prospects for your advertisers.

The information found in 2004 Cable TV Facts graphically illustrates the power of cable advertising in reaching U.S. consumers. Cable TV Facts reveals:

- how cable stacks up against the competition;
- long-term TV household share trends;
- viewers to basic cable programming are upscale;
- cable subscribers consume the vast majority of goods and services.

2004 Cable TV Facts also contains a directory of ad-supported cable networks and contact information for each network.

To order, mail or fax (212) 832-3268 the form below to CAB.

2004 Cable TV Facts Order Form

CAB Member Prices: (1-49): \$6.75 ea. (50-99): \$6.25 ea. (100-249): \$5.75 ea. (250+): \$5.25 ea.
Non-Member Price: \$13.00 ea.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

() _____ () _____

Phone _____ Fax _____ E-mail _____



Send form to: **Cabletelevision Advertising Bureau**, 830 Third Avenue, New York, NY 10022
(212) 508-1200 or Fax to: (212) 832-3268

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 _____