

ICN has earned loyal readership among 'small cable' decision-makers unmatched by any other publication.

Reader Comments about the value of advertising in *INDEPENDENT CABLE NEWS*

"Because it is the only publication specifically designed for smaller and independent cable operators. It is read by the decision maker at these systems."

*Corey Callais, President/GM
Callais Cablevision*

"I used to read most of the trade mags but now I don't seem to have the time. I do read and see ads in *ICN*."

*Herb Longware
Cable Comm of Willsboro*

"I am both a reader and an advertiser. *ICN* works!"

Riddick and Windley TV

"Smaller companies need access to the same product availability as larger companies and must exist on tighter budgets and must make fewer mistakes."

*Norm Mills, President
Colstrip Cable TV*

"Every operator I know reads *ICN* because its fair and informative, straight to the point reporting — keep up the great work."

ACA/NCTC Member

"*Independent Cable News* provides news and views that are pertinent to small operators' business. The other publications tend to go towards larger MSOs."

*Robert J. Dunker, VP
Atwood Cable Systems, Inc.*

"*ICN's* articles are directed at small systems and the magazine doesn't fill in with all of the articles that are not useful to small systems."

*David Scott, Office Manager
S&K TV Systems*

"Publication is widely distributed and an easy read. Suspect it provides good 'bang for the buck.'"

*John Faircloth, President
USA Media Group*

"We trust these advertisers."

*Robert Weisberg, President
Mtn Cablevision*

"We are a fraternity that supports those who support us."

*Dick Glass
Greenville, Indiana*

"Don't read ads in other mags... read *ICN* as vendors would like our business."

ACA/NCTC Member

"Because of the importance to small cable operators of the most financially realistic methods available to remain competitive."

*Cliff Duncan, Owner / Operator
Duncan Cable TV, VT*

"Because we read it!"

Milestone Media

"The largest number of potential buyers for the advertiser...are small cable companies for which *ICN* has the best circulation"

*Ben Hooks, President
Buford Television*

"*Independent Cable News* is widely read within the member companies... Members have frequently told me how they notice and appreciate the vendors who support the Association and its publication."

*David D. Kinley, President
Sun Country Cable*