

Independent Cable NEWS

The Only Publication Dedicated to Independent Cable Operators

'SMALL CABLE'

Over 18 Million Subscribers

– Deregulated and Growing –

- **Guaranteed Monthly Circulation:** 2,400 copies
- **Official Publication:** *Independent Cable News* is the only trade publication serving all the members of the **American Cable Association** and the **National Cable Television Cooperative**, the two industry groups serving the political and economic interests of smaller MSOs and independent system operators.
- **Target Market:** Of the over 1,700 cable companies in the U.S., *ICN's* target readers account for 85 percent of all cable systems, and more than 28 percent of all subscribers.
- **Primary Readership:** *Independent Cable News* is the only publication written entirely for top executives and owners of cable operating companies. It is specifically targeted to decision-makers in companies outside the top 5 MSOs.
- **American Cable Association:** In only 10 years, ACA has established itself as the primary voice for all smaller cable operators. ACA's grass-roots lobbying efforts have had exceptional success in Washington, DC.
- **National Cable Television Cooperative:** NCTC is the non-profit cooperative buying group for smaller MSOs and independent operators, with membership representing over 11 million cable subscribers.

NCTC and ACA member companies include MSOs such as Bresnan Communications, Galaxy Cablevision, Cable One, Mediacom, Prime II Management, Classic Cable, Ameritech, Armstrong, TVMax Telecom, Millennium Digital Media, Prestige Cable TV, Buckeye Cablevision, Pencor Services, Adelphia, Northland Communications, and Service Electric, as well as hundreds of smaller cable operators.

Advertising Rates for 2012

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Display Advertising Rates

Size	1x	3x	6x	12x
2 Page Spread	4,950	4,380	3,720	3,235
Full Page	3,230	2,700	2,350	1,870
2/3 Page	2,230	1,910	1,620	1,390
1/2 Page Island	1,980	1,720	1,450	1,250
1/2 Page	1,750	1,520	1,290	990
1/3 Page	1,220	1,100	930	770
1/4 Page	910	840	720	590
1/6 Page	630	600	550	440

Premium Positions

12x

Inside Front Cover (Includes 4-Color)	3,290
Inside Back Cover (Includes 4-Color)	3,160
Outside Back Cover (Includes 4-Color)	3,290
Center 2-Page Spread (Includes 4-Color)	5,580
Other Guaranteed Positions (12x only) Add 10% to Rate	

Advertising Copy Specifications

Size	Width	Height
Full Page	7-1/4	10
2/3 Page	4-3/4	9-3/4
1/2 vertical	3-1/2	9-3/4
1/2 horizontal	7-1/4	4-3/4
1/2 island	4-3/4	7-1/4
1/3 vertical	2-1/4	9-3/4
1/3 square	4-3/4	4-3/4
1/4 page	3-1/2	4-3/4
1/6 page	2-1/4	4-3/4
Bleed Page – Bleed Size	8-5/8	11-1/8
Bleed Page – Trim Size	8-3/8	10-7/8
Bleed Page – Live Area	7-7/8	10-3/8

Business Directory Ad Rates

Size	1x	3x	6x	12x
Business Card	295	270	250	195

(3.5" wide x 2" high)

Color Rates

4-Color Process	.695
Second Color — Display	.230
Second Color — Business Directory Ad	.95
4-Color — Business Directory Ad	.195

Inserts

Loose inserts available to display advertisers.
Prices quoted upon request.

Ad Copy Formats

Preferred format is PDF. Also accept: Adobe Photoshop (.psd), Adobe Illustrator (.ai), TIFF (.tif), Bitmap (.bmp), PICT (.pic), PCX (.pcx), JPEG (.jpg), EPS (.eps), and GIF (.gif). Preferred resolution is 300 dpi.

Email files to icn@searlepub.com

Send via secure FTP link at

www.sendthisfile.com/f.jsp?id=EhbwmvheRDla35kuHSmIMEx9

Web Button Ads

3 month minimum run, payable in advance.

Non-Print Advertiser (PER MONTH)	\$200
Print Advertiser (PER MONTH)	\$125
6x Advertiser (PER MONTH)	\$95
12x Advertiser (PER MONTH)	\$60

Button dimensions160 pixels x 160 pixels

Closing Dates

Published monthly. Order deadline is 10th of preceding month; with Copy required by 15th.

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2012 Editorial & Bonus Distribution Calendar

<u>Issue</u>	<u>Editorial Focus</u>	<u>Show Distribution</u>	<u>Dates / Site</u>
Jan	— Legislative Roundup		
Feb	— Small Cable Financing	NCTC Winter Conference	Feb 20 - 21 Austin, TX
Mar	— iTV Technologies	ACA Washington Summit	Mar 13 - 15 Washington DC
Apr	— Cable Telephony		
May	— Pay & Benefits	The Cable Show	May 21 - 23 Boston, MA
Jun	— Marketing The Bundle		
Jul	— Cash Flow Builders	Independent Cable Show	Jul 22 - 25 Lake Buena Vista, FL
Aug	— All Digital Systems		
Sep	— Independent Show Photo Coverage		
Oct	— Billing/Provisioning Solutions	Cable Tec Expo	Oct 17 - 19 Orlando, FL
Nov	— Ad Sales		
Dec	— Cable Network Evaluation Survey		

Circulation Summary

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<u>Region / State</u>	<u>Operators</u>	<u>Others</u>	<u>Total</u>
Northeast			
Connecticut	11	9	20
District of Columbia	0	18	18
Massachusetts	9	14	23
Maryland	14	7	21
Maine	14	0	14
New Hampshire	8	2	10
New Jersey	7	23	30
New York	56	58	114
Pennsylvania	143	37	180
Rhode Island	5	1	6
Vermont	10	0	10
Total Northeast	277	169	446

Southeast			
Alabama	38	5	43
Florida	56	38	94
Georgia	110	29	139
Kentucky	54	2	56
Mississippi	23	3	26
North Carolina	41	22	63
South Carolina	56	5	61
Tennessee	31	15	46
Virginia	33	18	51
West Virginia	23	2	25
Total Southeast	465	139	604

South Central			
Arkansas	31	0	31
Kansas	91	8	99
Louisiana	32	0	32
Missouri	63	9	72
Oklahoma	34	4	38
Texas	125	25	150
Total South Central	376	46	422

<u>Region / State</u>	<u>Operators</u>	<u>Others</u>	<u>Total</u>
North Central			
Iowa	215	3	218
Illinois	50	24	74
Indiana	31	11	42
Michigan	67	11	78
Minnesota	124	7	131
Nebraska	54	5	59
North Dakota	30	1	31
Ohio	78	18	96
South Dakota	56	1	57
Wisconsin	75	7	82
Total North Central	780	88	868

Mountain			
Arizona	33	10	43
Colorado	47	50	97
Idaho	28	1	29
Montana	27	3	30
New Mexico	10	1	11
Nevada	16	1	17
Utah	18	4	22
Wyoming	15	0	15
Total Mountain	194	70	264

Pacific			
Alaska	20	1	21
California	85	121	206
Oregon	54	2	56
Washington	63	9	72
Total Pacific	222	133	355

International	19	20	39
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Totals	2,333	663	2,996
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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*

INDEPENDENT CABLE NEWS

Editorial Guidelines

Feature Articles

Independent Cable News publishes feature articles written for owners, CEO's, and key top management of small and medium sized MSO's and independent cable companies. Articles must be relevant to companies with fewer than 1 million subscribers.

Length: Articles are generally between 800 and 2,500 words (1 to 3 published pages)

Text Format: Prefer Microsoft Word

Photos and Artwork: Prefer jpeg or tiff files (high resolution required). Charts, graphs, and photos are helpful aids in most articles. Original art, glossy photos, or slides/transparencies are all acceptable and will be returned upon request.

Author's Biography: A short description of the author's background usually accompanies each article. This should be supplied with the manuscript, along with a photo, if desired.

Business News and Announcements

New product, service and programming announcements are welcome, along with other business news items, and will be evaluated for publication based on their relevance to reader interest.

Editorial Contacts

Contact Bob Searle concerning all editorial inquiries, story ideas, and press releases.

Materials may be emailed to:

icn@searlepub.com

or mailed to:

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