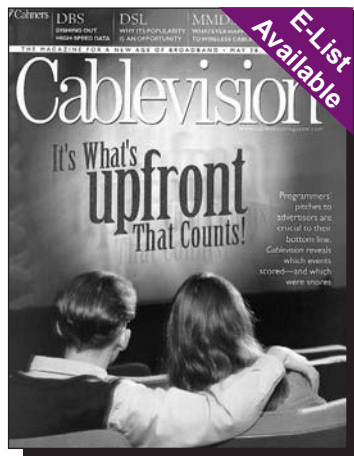


# Cablevision

(Former Subscribers)

Access prime prospects in the cable TV industry with *Cablevision's* (former subscribers) controlled circulation list. These professionals look for insight and analysis of the strategies and personalities that drive the cable television industry. *Cablevision's* editorial addressed key business issues challenging cable TV management. Recipients stayed informed on marketing and advertising sales, improvements in operations and customer service, technological advances and the latest programming moves in basic, pay and pay-per-view.



- ◆ Reach former subscribers with these job functions at cable TV and other related media operations:
  - ◆ Corporate Chairmen, Owners, Presidents, Partners
  - ◆ Engineering Executives, Engineers, Technicians & Installers
  - ◆ General Managers, System Managers, & Business Managers
  - ◆ Marketing & Subscriber Managers/ Directors
- ◆ Test this direct marketing list for offers relating to:
  - ◆ Communications Equipment
  - ◆ Financial Services
  - ◆ Computers & Office Equipment
  - ◆ General Business & Marketing Publications
  - ◆ Industry Trade Shows & Seminars

*Cablevision* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 12,131**

**Base Price: \$125/M**

## Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
 Mailing/Telemarketing: \$215/M  
 Mailing/E-Mail/Telemarketing: \$590/M

Size of E-List:

**3,075**

E-List Base Price:

**\$425/M**

### GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	52
NH	030-038	79
VT	050-059	46
MA	010-027	272
RI	028-029	39
CT	060-069	255
<b>New England</b>		<b>6.1% 743</b>
NY	100-149	1,062
NJ	070-089	409
PA	150-196	702
<b>Middle Atlantic</b>		<b>17.9% 2,173</b>
OH	430-458	371
IN	460-479	196
IL	600-629	531
MI	480-499	281
WI	530-549	202
<b>East North Central</b>		<b>13.0% 1,581</b>
MN	550-567	240
IA	500-528	160
MO	630-658	278
ND	580-588	51
SD	570-577	67
NE	680-693	100
KS	660-679	168
<b>West North Central</b>		<b>8.8% 1,064</b>
DE	197-199	41
MD	206-219	188
DC	200-205	54
VA	220-246	277
WV	247-268	72
NC	270-289	271
SC	290-299	147
GA	300-319	412
FL	320-349	632
<b>South Atlantic</b>		<b>17.3% 2,094</b>
KY	400-427	157
TN	370-385	216
AL	350-369	184
MS	386-397	90
<b>East South Central</b>		<b>5.3% 647</b>
AR	716-729	134
LA	700-714	148
OK	730-749	153
TX	750-799	759
<b>West South Central</b>		<b>9.8% 1,194</b>
MT	590-599	58
ID	832-838	46
WY	820-831	49
CO	800-816	359
NM	870-884	75
AZ	850-865	170
UT	840-847	36
NV	889-898	47
<b>Mountain</b>		<b>6.9% 840</b>
AK	995-999	29
WA	980-994	159
OR	970-979	159
CA	900-961	1,316
HI	967-968	38
<b>Pacific</b>		<b>14.0% 1,701</b>
<b>United States</b>		<b>99.2% 12,037</b>
<b>U.S. Territories</b>		<b>0.2% 26</b>
<b>Canada</b>		<b>0.5% 63</b>
<b>Mexico</b>		<b>—</b>
<b>Other International</b>		<b>0.0% 5</b>
<b>APO/FPO</b>		<b>—</b>
<b>Unknown</b>		<b>—</b>
<b>Total</b>		<b>100.0% 12,131</b>

**SEE ALSO:**

**Broadcasting & Cable Yearbook**

**CED**

**Multichannel News**

**Multichannel News International (Former Subscribers)**

Minimum Order: 5,000 Names

1 year unlimited usage available

Prices subject to change without notice

Call for any additional costs, conditions and terms.

# Cablevision

(Former Subscribers)

<u>Business Type</u>	<u>Title</u>	
Advertiser Supported/Basic Cable	Advertising Sales	488
TV Networks	440 Corporate Management	2,211
Advertising Agencies	86 Management	4,201
Audio Cable TV Networks	19 Marketing/Subscriber Sales	1,279
Broadcast TV Networks	85 News	53
Cable TV Contractors	208 Pay Per View	193
Cable TV Interconnect Firms	62 Programming	431
Cable TV System Rep Firms	87 Technical/Engineering	3,095
Cellular Telephone Companies	50	
Computer Hardware/Software		
Manufacturers/Distributors	67	
Computer Service Firms	12 Less than 20	3,486
Consultants	201 20-49	1,512
DBS Operations	35 50-99	965
Electric/Gas/Public Utilities	10 100-249	1,039
Financial Institution/Broker/Investor	81 250-499	410
Full Power TV Stations	211 500-999	195
Independent Cable TV System	1,891 1,000 or More	97
Law Firms/Lawyers	10	
Local Telephone Companies	154	
Long Distance Telephone Companies	26	
Low Power TV Stations	26 Less than \$1 Million	1,710
Magazines	13 \$1 Million-\$9 Million	1,045
Market/Audience Research Firms	21 \$10 Million-\$49 Million	707
Marketing/Promotion Service	51 \$50 Million-\$249 Million	440
MDS/MMDS Operations	39 \$250 Million-\$1 Billion	153
MSO Owned Cable TV Systems	6,165 More than \$1 Billion	144
MSO Regional/Headquarters	752	
Pay Cable TV Networks	192	
Pay Per View Cable TV Networks	49	
Program Producers/Distributors/ Syndicators	110	
Public Relations Firms	23	
Regional Bell Operating Companies	137	
Satellite Communication Services/ Common Carriers	55	
Schools/Colleges/Universities/ Libraries	73	
SMATV Operations	21	
State/Local Government Agency	21	
Telephone Equipment Manufacturing/ Distributing	41	
Trade Associations	20	
TV Station Group Headquarters	34	
TV/Cable Component/Manufacturers/ Distributors	191	
TV/Cable Production Facilities	60	

## Employee Size

## Sales Volume

Source: Publisher's own data

\* Multiple Response