



# Cable Cable Advertising Opportunities.

*an affordable and effective way to reach YOUR customers.*

## **What's Available?**

1. Large Banner Ad on Channel 28 (Classic Cable Guide Channel)
2. 1/4 Banner Ad on Channel 28 (Classic Cable Guide Channel)
3. Large Ad on Digital Channel 10/ Classic Channel 12 (Community Channel)
4. :30 Video Content on Digital Channel 10/Classic Channel 12 (Community Channel)
5. Optional Graphic Design Service (1/2 hour included with ad purchase)

## **Who's Going to see it?**

*Approximately 4,000 homes throughout Fenelon Falls, Bobcaygeon, Cameron, Dunsford, Victoria Place, Lakeview Estates, Southview Estates, Bethany, Thurstonia & more! Both channels available for advertising are available to all Cable Cable's television subscribers as part of their regular programming.*

## **About Channel 28**

*Channel 28 is Cable Cable's Classic Cable programming guide. This channel is used continuously by our Classic Cable Subscribers to see what is currently airing. Half of the page is a scrolling guide, and the other half is reserved for advertisers and community events. You won't miss out on the Digital Cable audience with this option, as most of our Digital Subscribers still have Classic Cable in additional rooms in their homes.*

## **NEW! About Channel 10/12**

*Cable Cable's Community Channel is available to both Digital and Classic Cable Subscribers. It has truly become a "go-to" for community members to see what is going on in the City of Kawartha Lakes. In the past, advertising for businesses has not been available on this outlet, making it a new and exciting endeavor. It also has the ability to air video content.*

# Channel Layouts & Specs

an effective way to reach YOUR customers.

## Channel 28 - Classic Cable Programming Guide Channel

first here. still here.  
serving your neighbourhood with fibre based services since 1983.

**cable cable** simply amazing internet service.

3:30	3:30 PM	4:00 PM	4:30 PM
4 WNYA	Divorce Court: Butler vs. Payne	Judge Jeanine Pirro (Reality) Jeanine Pirro, TVPG	
5 TBS	The Office: Halloween, TV14	Everybody Loves Raymond	Everybody Loves Raymond
6 WRGB	Dr. Phil, TV14	The Ellen DeGeneres Show Kellie Pickler, TVG	

Full Banner  
Pixels: 640 by 240  
Centimetres: 16.93 by 6.35  
Inches: 6.67" by 2.5"  
Resolution: 72dpi  
File Format: JPEG

1/4 Banner  
Pixels: 320 by 120  
Centimetres: 11.29 by 4.23  
Inches: 4.44" by 1.67"  
Resolution: 72dpi  
File Format: JPEG

## NEW! Channel 10/12 - Cable Cable's Community Channel

Large Advertisement  
Pixels: 450 by 300  
Centimetres: 15.88 by 10.58  
Inches: 6.25" by 4.17"  
Resolution: 72dpi  
File Format: JPEG or PNG

:30 Second Video Content  
Please ask us for video specs.

Your Large Advertisement Here

:30 Second Video Content Here

**cable cable**  
APR 26, 10:47 AM  
What invention revolutionized football in the 30's?  
The forward pass  
Save Time with Email Billing  
@

cable Theodore hopes he can play      Blackhawks blame goaltending, special teams pl

Contact us toll free at 1.866.887.6434 or  
ads@cablecable.net for more information



# Advertisement Pricing

an affordable way to reach YOUR customers.

## Channel 28 Pricing - Classic Cable Programming Guide

Ad Size	Run Time	Min. # of Impressions	Price
Full Banner	1 Week	399	\$150
	1 Month	1,710	\$250
	1 Year (10% off)	20,805	\$2,700
1/4 Banner	1 Week	399	\$100
	1 Month	1,710	\$125
	1 Year (10% off)	20,805	\$1,350

\* Prices do not include HST. Guaranteed 57 ad impressions/day minimum, based on 100 ads running as the maximum cut-off. Each impression displays for 15 seconds.

## Channel 10/12 Pricing - Cable Cable's Community Channel

Ad Size	Run Time	# of Impressions	Price
Large Advertisement	1 Week	168	\$125
	1 Month	720	\$200
	1 Year (10% off)	8,760	\$2,160
:30 Video Spot (Max. 20 spots/day) Limited Availability	1 Week	168	\$500
	1 Month	720	\$1050
	1 Year (10% off)	8,760	\$11,340

\* Prices do not include HST. There is a maximum allotment of 12, :30 second videos and 24, :15 second ads that can run per hour on Channel 10/12. Channel 10/12 business videos and advertisements will air once per hour guaranteed.

## Bundle the Ads & Save! (only available in 1 month or 1 year increments)

Ad Size	Run Time	Max # of Impressions	Price
Full Banner 1/4 Banner Large Advertisement	1 Month	4,140	\$517.50 (10% discount)
			<b>(with :30 second vid.)</b>
Full Banner 1/4 Banner Large Advertisement	1 Year	50,370	\$5589 (10% discount)
			<b>(with :30 second vid.)</b>

\* Prices do not include HST. Guaranteed 57 ad impressions/day minimum, based on 100 ads running as the maximum cut-off. Each impression displays for 15 seconds. There is a maximum allotment of 12, :30 second videos and 24, :15 second ads that can run per hour on Channel 10/12. Channel 10/12 business videos and advertisements will air once per hour guaranteed.

# Need Design Help?

an esthetic way to reach YOUR customers.

## Graphic Design Services

1/2 Hour design time is included with any ad purchase. Thereafter is \$45/hour.

### Why have your ad professionally designed?

- Investing in professionally designed marketing materials instantly gives your business an image upgrade.
- It shows your prospects and clients that you value yourself and your services enough to invest in them, so they should too!
- It will ensure that the design is compatible with television advertising, and the elements that can highlight this type of advertising.

## Video Spots

We asked that video files are supplied to us, edited and ready to air. We can provide the correct specs to you upon request.

### Need help producing a video/commercial?

Amber Godwin, Maddox Media Marketing  
[www.maddoxmediamarketing.com](http://www.maddoxmediamarketing.com)

## Ask us questions!

We have a marketing and design professional available to discuss the different options and how to choose the ideal advertising route for your business.

**Robyn Hoogenboom, Marketing & Communications Manager**  
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