

# Reach over 12,000 Cable Subscribers

## INCLUDING MORE THAN 80% OF CEDAR FALLS PAY TV HOUSEHOLDS

CFU Cable serves more than 11,000 homes and apartments in Cedar Falls, Iowa (zip 50613), as well as numerous hospitality and commercial properties. Advertising on selected networks also reaches households in Reinbeck (50669), Grundy Center (50638) and Independence (50644). These three communities total an additional 1,000 cable subscribers.

The remaining less than 20% of Cedar Falls households either have no cable TV, satellite or Mediacom.

► Ask about our local monthly packages for the best value in town! Starting at just \$300 for a whole month worth of commercials, we offer an affordable option for any sized business or budget.

### Contact:

**Angela Hagedorn**

**Office: 319-268-5392**

**Mobile: 319-404-1095**

**E-mail: ahagedorn@cfunet.net**

## CFU Cable Advertising Rates\*

<u>ROTATION</u>	:30
Daytime (6 a.m. - 5 p.m.)	\$6.00
Run of Schedule (6 a.m.-12 a.m.)	\$8.00
Primetime (5 p.m. -12 a.m.)	\$10.00

\*Rates as of 1/1/2010



## SPECIALTY SPORTS PACKAGES

**NFL:** \$320/MONTH  
PLUS BONUS SPOTS  
OR \$50 PER GAME

**COLLEGE BOWLS:** \$300 NET

**UNI PANTHERS:**  
\$300 NET OR \$25 PER GAME

**IOWA HAWKEYES:**  
\$300 NET OR \$25 PER GAME

NOTE: Package prices are subject to change.  
The effective rate is \$25-\$50 per 30-second  
commercial for specialty sporting packages.

## 32 MOST-WATCHED NETWORKS AVAILABLE

► Choose the ones that best match your target customer. CFU can help you select the appropriate network(s) to reach your desired audience demographic.

CFU inserts ads on 32 of the most-watched networks, offering a wide range of target opportunities.

Purchase a schedule on any combination of the the networks listed below. All networks are the same price. Choose networks listed in **blue** and your spots will run on both the standard and HD channel at no additional cost.

**NEWS:** CNN, FOX NEWS, MSNBC

**FEMALE:** TLC, HGTV, E!, BRAVO, FOOD NETWORK, TRAVEL, LIFETIME, LIFETIME MOVIE NETWORK

**MALE:** DISCOVERY, SPIKE TV, COMEDY CENTRAL, HISTORY

**SPORTS:** NFL, BIG 10 NETWORK, VERSUS, ESPN, ESPN2, ESPNU, COMCAST SPORTSNET CHICAGO

**KIDS:** CARTOON & NICKELODEON

**MUSIC:** MTV & VH1

**MISC:** FX, TNT, USA, TBS, A&E, TV LAND

## ROTATIONS & SCHEDULES

If you place a Run of Schedule (ROS) order, your commercials may air any time between 6:00 a.m. and midnight, and we cannot guarantee equal rotation across day parts. Rotation will depend upon the availability of local ad breaks on the networks you order. Scheduling priority for ROS orders is based upon the date received, so clients are encouraged to order early for the most favorable rotation.

We offer daytime and primetime rotators for clients who want a more predictable distribution of spots across day parts. Specific program or restricted window placement is also available; contact us for details.

## NET VOLUME DISCOUNTS\*

Volume discounts are applied to monthly **net** billings as follows:

+\$1000	20%
\$600-\$999	15%
\$400-599	10%

## NET TERM DISCOUNTS\*

Term discounts apply to **net** annual commitments as follows:

+\$12,000	15%
+\$ 4,800	10%

Take both discounts if you fall into both categories and ask about a FREE Weather Channel crawl. Learn about the affordable Weather Point (Channel 11) that's exclusive to CFU Cable.

\* Volume and term discounts do not apply to not-for-profit or political clients who are receiving a complimentary matching schedule.

## YOUR CFU CABLE REP ANGELA HAGEDORN



Angela Hagedorn

► I look forward to helping you reach more customers and prospects in the Cedar Falls area with effective, economical CFU Cable Advertising.

Need a new commercial produced? Ask Angela for a list of local, affordable creative resources for spots starting at just \$300!

## CONTACTS:

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CEDAR FALLS UTILITIES



*The Power of Service.*

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# CFU Cable Television Advertising



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