



HolidaySPIRIT

Campaign



The Altek Media Group
951-653-3458



Benefitting Local





Benefitting Local

Join with Time Warner Cable Media Sales and Toys For Tots

Take advantage of special incentive pricing from Time Warner Cable Media Sales to enhance your holiday sales, and help brighten the holidays for local children through the Marine Corps Toys For Tots Foundation. As a sponsor of our Holiday Spirit Campaign, you will receive:

- ▶ **Special Incentive Priced Advertising Schedule**
- ▶ **Toys For Tots collection bins, and posters.**
- ▶ **Website Sponsor listing, Website links, Website Special Offers, and Event Listings.**
- ▶ **Video OnDemand listing with special offers and store location information.**
- ▶ **TWCMS campaign support with a commercial driving the website and VOD elements.**

\$1,650
Per month
Per zone

Commercials will air evenly Monday – Sunday 6:00AM – 12:00M, November 2008 through January, 2009 on 5 or more listed available networks.*

Select Network From List

YES! Make me a Toys For Tots Toy drive collection location.

Please check the box if your company would like to participate in the Toys For Tots toy drive, and fill out the Webpage and VOD form on the following pages.

Business Name (Print) Carolina Flores	Client Name (Print) Ontario	Client Signature	Date
Account Manager (Print)	AM Signature	Sales Office	Total Cost

Fax Signature sheet to Altek Media Group @ 951-656-7742



Participation deadline: 10/24/08

- Cross Channel Start Date: 11/3/08
- Toy Drive start: 11/3/08
- Toy Pick-ups: 12/13/08
- Website listing begins: 11/3/08

Available Advertising Zones

Zone	# Spots Per Month	Zone	# Spots Per Month
<input type="checkbox"/> Alhambra	375	<input type="checkbox"/> North OC	330
<input type="checkbox"/> Anaheim	275	<input type="checkbox"/> Norwalk	412
<input type="checkbox"/> Antelope Valley	550	<input type="checkbox"/> Ontario	660
<input type="checkbox"/> Arcadia	375	<input type="checkbox"/> Palos Verdes	825
<input type="checkbox"/> Banning	825	<input type="checkbox"/> Pasadena	375
<input type="checkbox"/> Barstow	825	<input type="checkbox"/> Pomona/Covina	1,650
<input type="checkbox"/> Big Bear	825	<input type="checkbox"/> Rancho Cucamonga	660
<input type="checkbox"/> Brea/Yorba Linda	550	<input type="checkbox"/> Redlands	825
<input type="checkbox"/> Burbank	550	<input type="checkbox"/> Riverside	550
<input type="checkbox"/> Camarillo	550	<input type="checkbox"/> N. San Bernardino	825
<input type="checkbox"/> Central LA	825	<input type="checkbox"/> San Bernardino	660
<input type="checkbox"/> Cerritos	1,500	<input type="checkbox"/> San Pedro	825
<input type="checkbox"/> Chino	1,250	<input type="checkbox"/> Santa Clarita	550
<input type="checkbox"/> City of Orange	825	<input type="checkbox"/> Simi Valley	600
<input type="checkbox"/> Corona	825	<input type="checkbox"/> South Bay	825
<input type="checkbox"/> Diamond Bar	1,650	<input type="checkbox"/> South OC	400
<input type="checkbox"/> Downey	412	<input type="checkbox"/> South Pasadena	440
<input type="checkbox"/> East San Fern	550	<input type="checkbox"/> South San Fern	660
<input type="checkbox"/> East Vent / Ojai	330	<input type="checkbox"/> Sun City	825
<input type="checkbox"/> Foothills	1,250	<input type="checkbox"/> Temecula/Hemet	550
<input type="checkbox"/> Glendale	330	<input type="checkbox"/> Thousand Oaks	470
<input type="checkbox"/> Hacienda Heights	412	<input type="checkbox"/> Torrance	550
<input type="checkbox"/> Hesperia	550	<input type="checkbox"/> Tustin	600
<input type="checkbox"/> Hollywood	400	<input type="checkbox"/> Victorville	550
<input type="checkbox"/> Huntington Bch	1,200	<input type="checkbox"/> West Covina	1,250
<input type="checkbox"/> Lake Arrowhead	825	<input type="checkbox"/> West LA	550
<input type="checkbox"/> Lake Elsinore	825	<input type="checkbox"/> West San Fern	300
<input type="checkbox"/> Long Beach	1,650	<input type="checkbox"/> West Ventura	825
<input type="checkbox"/> Los Feliz	375	<input type="checkbox"/> W/side Bev Hills	330
<input type="checkbox"/> Malibu	1,100	<input type="checkbox"/> Whittier	412
<input type="checkbox"/> Moreno Valley	825		

*See the attached network grid for a list of available networks.





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\$850
Per month
Per zone

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Select 5 Network From List

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Available Advertising Zones

Zone	# Spots Per Month	Zone	# Spots Per Month
<input type="checkbox"/> Alhambra	170	<input type="checkbox"/> Moreno Valley	310
<input type="checkbox"/> Anaheim	85	<input type="checkbox"/> North OC	106
<input type="checkbox"/> Antelope Valley	230	<input type="checkbox"/> Norwalk	170
<input type="checkbox"/> Arcadio	170	<input type="checkbox"/> Ontario	283
<input type="checkbox"/> Banning	425	<input type="checkbox"/> Palos Verdes	213
<input type="checkbox"/> Barstow	425	<input type="checkbox"/> Pasadena	170
<input type="checkbox"/> Big Bear	425	<input type="checkbox"/> Pomona/Covina	680
<input type="checkbox"/> Brea/Yorba Linda	170	<input type="checkbox"/> Rancho Cucamonga	283
<input type="checkbox"/> Burbank	283	<input type="checkbox"/> Redlands	283
<input type="checkbox"/> Camarillo	212	<input type="checkbox"/> Riverside	213
<input type="checkbox"/> Central LA	213	<input type="checkbox"/> N. San Bernardino	340
<input type="checkbox"/> Cerritos	600	<input type="checkbox"/> San Bernardino	243
<input type="checkbox"/> Chino	680	<input type="checkbox"/> San Pedro	213
<input type="checkbox"/> City of Orange	283	<input type="checkbox"/> Santa Clarita	230
<input type="checkbox"/> Corona	340	<input type="checkbox"/> Simi Valley	280
<input type="checkbox"/> Diamond Bar	680	<input type="checkbox"/> South Bay	213
<input type="checkbox"/> Downey	170	<input type="checkbox"/> South OC	175
<input type="checkbox"/> East San Fern	243	<input type="checkbox"/> South Pasadena	200
<input type="checkbox"/> East Vent / Ojai	142	<input type="checkbox"/> South San Fern	284
<input type="checkbox"/> Foothills	570	<input type="checkbox"/> Sun City	320
<input type="checkbox"/> Glendale	170	<input type="checkbox"/> Temecula/Hemet	226
<input type="checkbox"/> Hacienda Heights	170	<input type="checkbox"/> Thousand Oaks	215
<input type="checkbox"/> Hesperia	340	<input type="checkbox"/> Torrance	170
<input type="checkbox"/> Hollywood	200	<input type="checkbox"/> Tustin	250
<input type="checkbox"/> Huntington Bch	500	<input type="checkbox"/> Victorville	340
<input type="checkbox"/> Lake Arrowhead	425	<input type="checkbox"/> West Covina	570
<input type="checkbox"/> Lake Elsinore	300	<input type="checkbox"/> West LA	170
<input type="checkbox"/> Lakewood	850	<input type="checkbox"/> West San Fern	140
<input type="checkbox"/> Long Beach	500	<input type="checkbox"/> West Ventura	283
<input type="checkbox"/> Los Feliz	170	<input type="checkbox"/> W/ide Bev Hills	170
<input type="checkbox"/> Malibu	500	<input type="checkbox"/> Whittier	170

*See the attached network grid for a list of available networks.





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\$450
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Per zone

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Available Advertising Zones

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<input type="checkbox"/> Alhambra	60	<input type="checkbox"/> Malibu	225
<input type="checkbox"/> Anaheim	30	<input type="checkbox"/> Moreno Valley	120
<input type="checkbox"/> Antelope Valley	100	<input type="checkbox"/> North OC	50
<input type="checkbox"/> Arcadia	60	<input type="checkbox"/> Norwalk	75
<input type="checkbox"/> Banning	225	<input type="checkbox"/> Ontario	128
<input type="checkbox"/> Barstow	225	<input type="checkbox"/> Palos Verdes	90
<input type="checkbox"/> Big Bear	225	<input type="checkbox"/> Pasadena	60
<input type="checkbox"/> Brea/Yorba Linda	50	<input type="checkbox"/> Pomona/Covina	300
<input type="checkbox"/> Burbank	150	<input type="checkbox"/> Rancho Cucamonga	128
<input type="checkbox"/> Central LA	90	<input type="checkbox"/> Redlands	120
<input type="checkbox"/> Cerritos	200	<input type="checkbox"/> Riverside	90
<input type="checkbox"/> Chino	250	<input type="checkbox"/> N. San Bernardino	150
<input type="checkbox"/> City of Orange	75	<input type="checkbox"/> San Bernardino	100
<input type="checkbox"/> Compton	450	<input type="checkbox"/> San Pedro	90
<input type="checkbox"/> Corona	150	<input type="checkbox"/> Santa Clarita	100
<input type="checkbox"/> Diamond Bar	300	<input type="checkbox"/> South Bay	90
<input type="checkbox"/> Downey	75	<input type="checkbox"/> South OC	80
<input type="checkbox"/> East San Fern	112	<input type="checkbox"/> South Pasadena	75
<input type="checkbox"/> Foothills	250	<input type="checkbox"/> South San Fern	128
<input type="checkbox"/> Glendale	90	<input type="checkbox"/> Sun City	150
<input type="checkbox"/> Hacienda Heights	75	<input type="checkbox"/> Temecula/Hemet	100
<input type="checkbox"/> Hesperia	150	<input type="checkbox"/> Torrance	75
<input type="checkbox"/> Hollywood	90	<input type="checkbox"/> Tustin	100
<input type="checkbox"/> Huntington Bch	200	<input type="checkbox"/> Victorville	150
<input type="checkbox"/> Lake Arrowhead	225	<input type="checkbox"/> West Covina	250
<input type="checkbox"/> Lake Elsinore	120	<input type="checkbox"/> West LA	75
<input type="checkbox"/> Lakewood	375	<input type="checkbox"/> West Ventura	112
<input type="checkbox"/> Long Beach	200	<input type="checkbox"/> W/side Bev Hills	75
<input type="checkbox"/> Los Feliz	60	<input type="checkbox"/> Whittier	75

*See the attached network grid for a list of available networks.





Toys For Tots Sponsor Web Page Listing

Time Warner Cable Media Sales has developed a Toys For Tots Sponsor Web Page to assist in your toy drive efforts in 2008. As added value to your 2008 Holiday Spirit Campaign, we would like to list your company on the website as a toy drop-off location. Also, we want to give you the opportunity as a toy drive sponsor to use the website for some Toys for Tots special offers at your store location. Please fill out the information below and turn in with your signed advertising agreement to participate.

Please Print

Business Name:

Contact Name:

Business Address:

Business Website:

Business Phone #:

Please describe in detail any special offers your customers can receive at your place of business by donating new unwrapped toys valued at \$10 or more to your Toys For Tots toy drive efforts.

Special Toys-For-Tots Offers:



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