



Adelphia
MEDIA SERVICES





1

THEY WATCH MORE TV

And why not? It's the place where there's more to see. In fact, cable subscribers watch about 60 hours per week, versus approximately 42 hours for nonsubscribers.



2

THEY'RE IN THE MONEY

Face it: You've got that thing called "budget," and you need to watch it closely. Did you know that homes with cable TV represent more than 75 percent of American household income?* Spend your advertising dollar with those who have the greatest purchasing power.

* Cablevision Advertising Bureau, from MRI data

DON'T KEEP YOUR CUSTOMERS WAITING.

L.A.

ADVERTISES WITH

ADELPHIA

It's true: Potential customers are looking for you this very minute. And they'll find you, when you advertise on cable TV. Why cable? It comes down to efficiency. Adelphia's roster of demographically positioned networks lets you cut through the clutter and zoom in on your best prospects—people who are most interested in what you have to offer. Don't delay; bring your message to the viewers who are scanning the cable horizon today.

And it's easy to comprehend why. In fact, here are the four top reasons to consider cable advertising with Adelphia when looking for LA-area customers:



CABLE FINDS THEM
WHERE THEY LIVE

3

It's all about location. Why would you take your message to people clear across town, when they're less likely to do business with you? Be smart: Put the goods before the people in your neighborhood. That's the cable advertising advantage.



4

A CHANNEL FOR EVERY TASTE

Bottom line, advertisers can target specific audiences. Women with children? Young adults? Adults 25-54? We know what they watch. You will too.

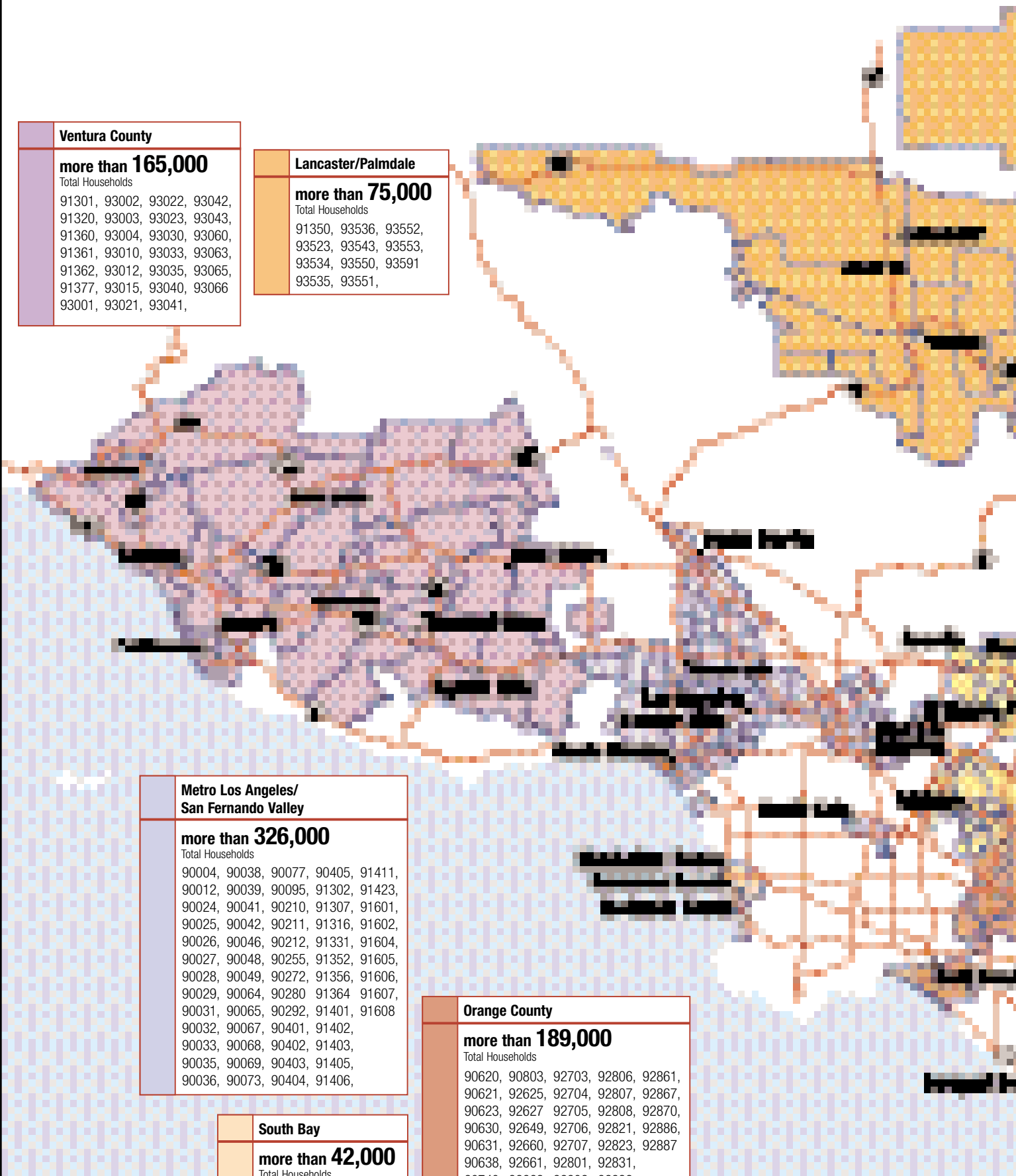
Ventura County
more than 165,000 Total Households
91301, 93002, 93022, 93042, 91320, 93003, 93023, 93043, 91360, 93004, 93030, 93060, 91361, 93010, 93033, 93063, 91362, 93012, 93035, 93065, 91377, 93015, 93040, 93066 93001, 93021, 93041,

Lancaster/Palmdale
more than 75,000 Total Households
91350, 93536, 93552, 93523, 93543, 93553, 93534, 93550, 93591 93535, 93551,

Metro Los Angeles/ San Fernando Valley
more than 326,000 Total Households
90004, 90038, 90077, 90405, 91411, 90012, 90039, 90095, 91302, 91423, 90024, 90041, 90210, 91307, 91601, 90025, 90042, 90211, 91316, 91602, 90026, 90046, 90212, 91331, 91604, 90027, 90048, 90255, 91352, 91605, 90028, 90049, 90272, 91356, 91606, 90029, 90064, 90280 91364 91607, 90031, 90065, 90292, 91401, 91608 90032, 90067, 90401, 91402, 90033, 90068, 90402, 91403, 90035, 90069, 90403, 91405, 90036, 90073, 90404, 91406,

South Bay
more than 42,000 Total Households
90254, 90277, 90266, 90278

Orange County
more than 189,000 Total Households
90620, 90803, 92703, 92806, 92861, 90621, 92625, 92704, 92807, 92867, 90623, 92627 92705, 92808, 92870, 90630, 92649, 92706, 92821, 92886, 90631, 92660, 92707, 92823, 92887 90638, 92661, 92801, 92831, 90740, 92662, 92802, 92832, 90742, 92663, 92804, 92833, 90743, 92701, 92805, 92835,

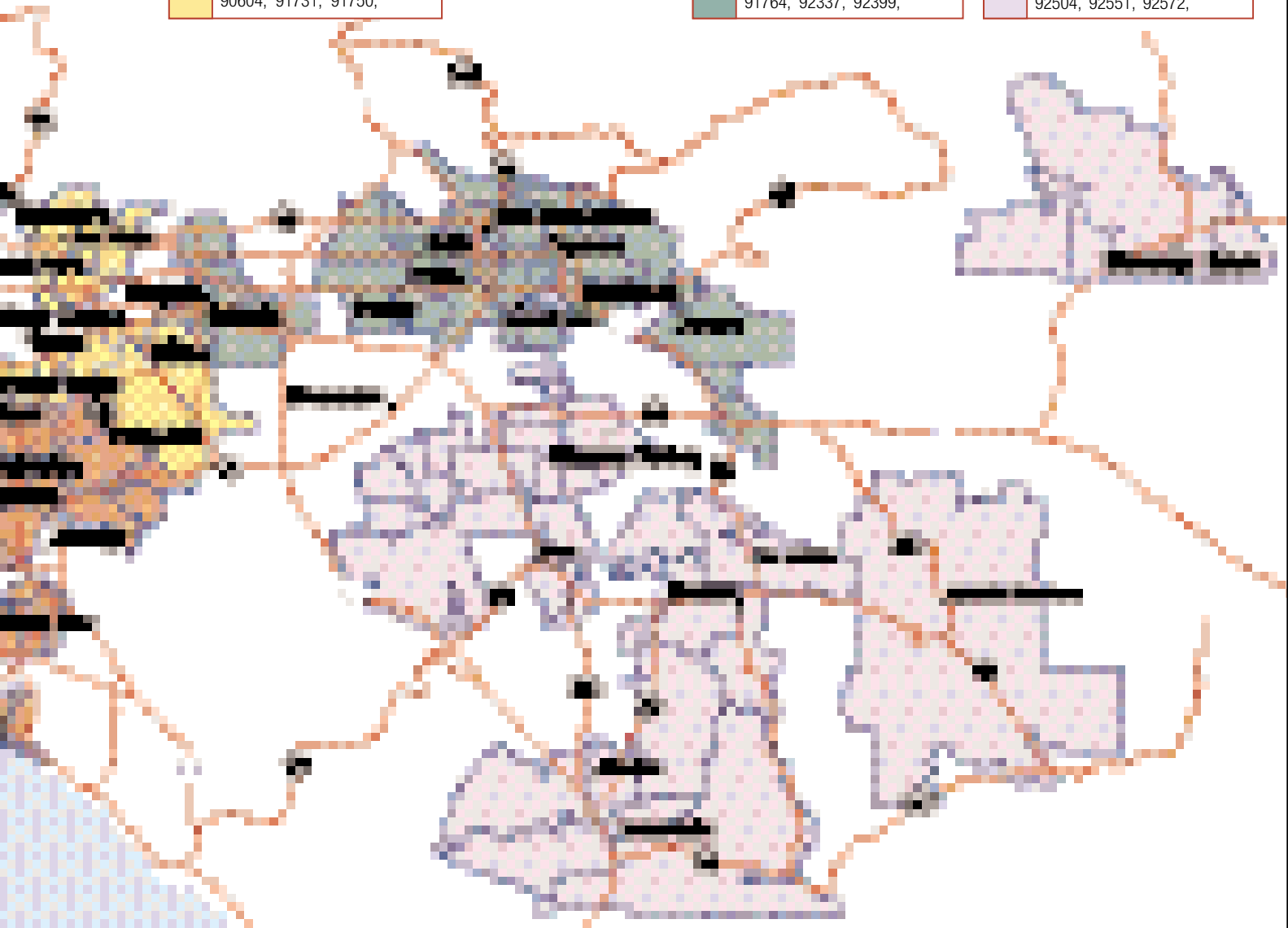


Southern California

San Gabriel Valley	
more than 131,000	Total Households
90012, 90605, 91732, 91754,	
90013, 90606, 91733, 91765,	
90021, 90660, 91734, 91766,	
90022, 91006, 91735, 91773,	
90023, 91007, 91740, 91789,	
90032, 91010, 91741, 91790,	
90033, 91016, 91744, 91791,	
90063, 91024, 91745, 91792	
90601, 91706, 91746,	
90602, 91724, 91748,	
90604, 91731, 91750,	

Inland Empire	
more than 181,000	Total Households
91701, 91766, 92346, 92401,	
91709, 91786, 92354, 92404,	
91710, 92223, 92358, 92405,	
91730, 92316, 92359, 92407,	
91784, 92320, 92373, 92408,	
91761, 92324, 92374, 92410,	
91762, 92335, 92376, 92411,	
91763, 92336, 92377, 92415	
91764, 92337, 92399,	

Temecula Valley	
more than 116,000	Total Households
92250, 92506, 92553, 92581,	
92252, 92508, 92554, 92582,	
92256, 92518, 92555, 92583,	
92277, 92536, 92557, 92585,	
92278, 92539, 92562, 92589,	
92284, 92543, 92563, 92590,	
92286, 92544, 92564, 92591,	
92353, 92545, 92567, 92592,	
92501, 92546, 92570, 92593,	
92503, 92549, 92571, 92596	
92504, 92551, 92572,	



IF YOU COULD PICK YOUR BEST AUDIENCE...

With Adelphia, you can do just that. Whatever your business, we've got a cable TV network that corresponds with your best prospects' viewing interests.

SPORTS

Hey batter batter, s-w-w-i-i-ing! If it's a sporting audience you seek, we can bring 'em out of the stands. Fast.



ENTERTAINMENT

Music, movies and more – it's the stuff of which life is made. They come here to enjoy the journey.



CULTURAL

Camaraderie and community, mixed with a liberal measure of zest, it's the place to mingle with all things Latino.



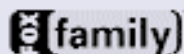
LIFESTYLE

Living, loving and learning. The perfect showcase for a high-energy, receptive audience.



YOUNG

Designed for a curious crowd with ever-changing passions and pursuits, there's no lack of attention-getting fare here.



NEWS

When you want to know what's happening in your part of the world and beyond, you can find it here, first.





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