



Cable Puts You In Control Brochure Order Form

Are you hearing concerns from your subscribers about the appropriateness of some programming they watch on television? Let them know you're on their side! *Cable Puts You In Control*, our brochure highlighting the cable industry's initiative on parental controls, TV ratings and media literacy, is the perfect way to provide them reassurance. Use it as a bill stuffer, a stand-alone information tool at a community event or a direct-mailer. A Spanish version is also available!

Please fill out the information below and fax back this form to **CTSi at 303-473-1910**. You may also cut the bottom panel off and send it to **CTSi • 3100 Arapahoe Ave., Suite 404 • Boulder, CO 80303**. Thank you!

Pricing Information

QUANTITY	TOTAL COST*	COST PER PIECE*	QUANTITY	TOTAL COST*	COST PER PIECE*
10,000	\$ 1,607.50	\$ 0.161	100,000	\$ 4,191.25	\$ 0.042
20,000	\$ 2,328.75	\$ 0.116	125,000	\$ 4,285.00	\$ 0.034
30,000	\$ 2,622.50	\$ 0.087	150,000	\$ 4,863.75	\$ 0.032
40,000	\$ 2,917.50	\$ 0.073	175,000	\$ 5,445.00	\$ 0.031
50,000	\$ 3,211.25	\$ 0.064	200,000	\$ 5,647.06	\$ 0.028
60,000	\$ 3,466.25	\$ 0.058	250,000	\$ 6,343.53	\$ 0.025
70,000	\$ 3,647.50	\$ 0.052	500,000	\$ 10,047.06	\$ 0.020
80,000	\$ 3,828.75	\$ 0.048	750,000	\$ 13,111.77	\$ 0.017
90,000	\$ 4,008.75	\$ 0.045	1,000,000	\$ 15,611.77	\$ 0.016

*Pricing above is for the bill insert and printing only for direct mailer for the size listed below. Call for pricing on any size variations, all sizes can be accommodated. The direct mailer would incur additional charges which would include data processing of mail list(s) and letter shop services (tabbing, inkjet and mail services). Postage is additional and is required four days prior to mail drop.

BRANDING OPTIONS

Customize your piece with your company name, logo and phone number! Black-only customization is available for an additional \$285 per version; full-color customization is available for an additional \$1,150 per version. Design, editorial and layout billed at \$125/hour.

Bill Insert 6 1/2" x 10 1/2" flat, folds to 3 1/2" x 6 1/2"
Additional sizes are also available.

Direct Mailer 6 1/2" x 10 1/2" flat, folds to 3 1/2" x 6 1/2"
Additional sizes are also available.

MSO/System Name _____ Contact Person _____

Address _____ City _____ State _____ ZIP _____

Phone _____ Fax _____ E-Mail _____

Yes, I would like to customize. Company Name _____ Company Phone Number _____

Print Quantity English _____ Spanish _____
(5% will be added — billing house requirement.)

Billing House _____ Attention _____

Address _____ City _____ State _____ ZIP _____

Phone _____ Corp. # / Insert ID # _____ Insertion Date _____



Send this form to CTSi
3100 Arapahoe Ave., Suite 404 • Boulder, CO 80303
303-473-1905

