

**Increase Awareness and Educate
Girls, Young Women and Parents
about the new
HPV Vaccine**



DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
Comprehensive Cancer Control Program

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FACTS:

ABOUT ADVERTISING AND THE TELEVISION VIEWER

IMPRESSIONS: 87% of all impressions reach the mind through the eye, 5% through the ear, 3% touch, 2% taste and smell. That's why we use SIGHT, SOUND & MOTION to reach our viewers effectively.

FREQUENCY IS THE KEY: 67% of all ideas are accepted only after they are presented for the 6th time. Therefore, planned repetition of advertising is essential.

SHORT MEMORIES: If you gave your idea to 100 people just one time, one day later 25% would have forgotten it, and 7 days later 97% would have forgotten it.

DEMOGRAPHIC PROFILE: Therefore, Cable TV enables us to select your programming schedule to focus on who you feel is your ideal customer.

Source: 2002-2003 Cable TV Facts, various excerpts pages.



0811-80

Why Television

Image Attributes of TV are More Powerful than any other Medium!

	Most Authoritative	Most Exciting	Most Influential	Most Persuasive	Most Likely to Learn About Products From...
Television	49%	80%	82%	67%	57%
Newspaper	26%	4%	8%	14%	13%
Magazine	11%	7%	3%	7%	17%
Radio	9%	5%	4%	9%	3%
Internet	5%	4%	3%	3%	10%

- Television reached 90% of adults yesterday.
- Adults spend an average of 272 minutes with television each day. This is more than all other media combined.

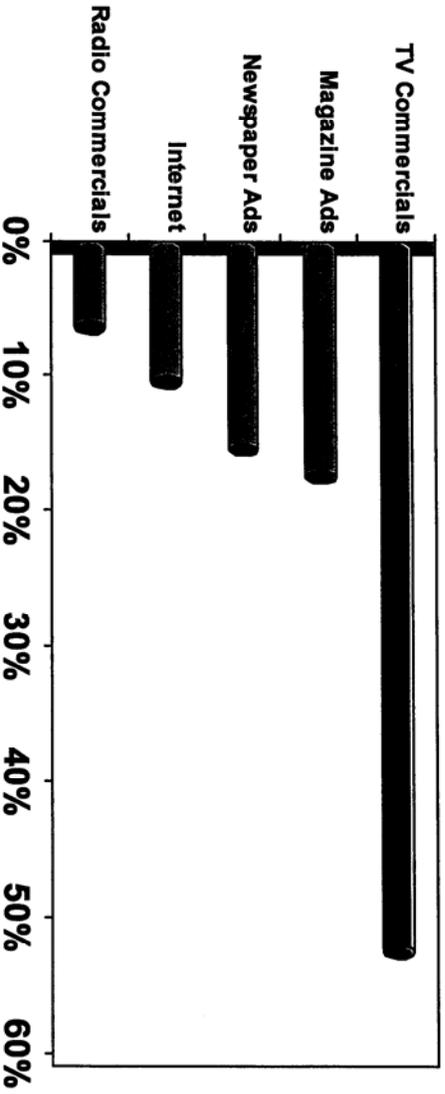
Source: Roper Public Affairs & Media, January 2005
TV/ Nielsen Media Research Custom Survey 2003





Two-Thirds of Consumers Say Television is Their #1 Source of Product Information

More than five out of ten consumers point to TV commercials as their primary source of information about products or brands they're interested in purchasing. That is substantially greater than their reliance on newspaper, magazine and radio ads.



Source: Bruskin/Golding Research 2000

Larger Prime Time Audience With Ad-Supported Cable

- The prime time household rating for Ad-Supported Cable has increased from 26.0 in 2001 to 33.5 in 2006 while the Broadcast Networks have declined from 32.6 to 29.1 over the same period
- The growth of Television viewing in the face of increased competition for audiences from new technologies makes it a tremendous marketing medium
- The diversity of Cable Television networks means they can demographically target and deliver these audiences that are seeking out new television viewing options

Make Cable Television A Part of Your Strategy

Priming Ad-Supported Cable Outpaces Broadcast

Year	Ad-Supported Cable Rating	Broadcast Networks Rating
2001	26.0	32.6
2002	27.5	31.5
2003	29.0	30.5
2004	30.5	29.5
2005	32.0	29.0
2006	33.5	29.1

People Are Watching Many Different Networks

- The average household tunes to nearly 16 different Television networks and have access to an average of over 100 different networks
- The broad variety of television viewing options caters to the many different interests
- Cable Television is uniquely positioned to take advantage of niche interests through its unlimited demographic targeting opportunities

16 Television Networks

Year	Average American Tunes to
2004	15.0
2005	15.4
2006	15.7

Television Viewing At All Time High

- The average household spends eight hours, 14 minutes per day and the average person spends four hours, 35 minutes per day watching Television
- This equates to 57 hours, 37 minutes a week for households and 32 hours, five minutes a week for individuals
- The strength of Television demonstrates its resilience towards new technologies that have hurt other media like newspaper and radio

Television Viewing Continues to Grow

Year	Average household watching TV (Hours)
1980	6.5
1985	6.8
1990	7.0
1995	7.2
2000	7.5
2006	8.5

Cable Television continues to garner a larger percentage of television viewing.

Television Viewing Continues to Grow As People Are Watching More Networks

Campaign Objective

This plan is designed as...

- *a Delaware state-wide TV campaign, with an emphasis on girls, young women and parents, to educate and increase awareness about the new HPV vaccine to reduce cervical cancer.*





Wilmington

138,586 HH / WLM

Major Towns / Zip Codes Covered

Not all available zip codes included in listing

Aden	19807
Anderscroft	19703
Andertown	19701
Beer	19809
Bellefonte	19807
Centerville	19702
Christiana	19805
Cloymont	19803
Elsmere	19807
Farfax	19808
Greenville	19707
Hockessin	19808
Marshalon	19711
Network	19720
Network (cont.)	19702
New Castle	19713
Ogletown	19804
Newport	19804
Shanton	19803
Talleyville	19810
N. Wilmington	19801
Wilmington	19802
Wilmington (cont.)	19803



Zone shown is an approximation. The number of cable homes receiving advertisements on any network is an estimate and may vary by geographic area and other factors. Any statement of the number of cable homes receiving an advertisement and cable audience estimates is generated based on a Nielsen Interconnect Universe Estimate adjusted on a pro-rated basis by internal subscriber counts by zone (See also Nielsen VP report). The Company will periodically update the information provided. For more information, please contact your Advertising Sales Executive. January 2005. Revised on 11/22/06.



Wilmington

MSO: Comcast

Insertable Subscribers: 144,037

Area Demographics:

Gender		Race	
Male	48.4%	Caucasian	72.3%
Female	51.6%	African American	20.8%
		Asian	2.8%
		Other	4.1%
Age		Income	
0-17	24.7%	Under \$25,000	18.9%
18-24	9.9%	\$25,000-\$34,999	10.0%
25-34	14.0%	\$35,000-\$49,999	14.9%
35-44	15.7%	\$50,000-\$74,999	21.4%
45-54	14.1%	\$75,000+	34.7%
55-64	9.6%		
65+	11.9%		
Education		Home Ownership	
College Grad (4+yrs)	30.3%	Owner	66.1%
Attended College (<4yrs)	26.2%	Renter	28.7%
H.S Graduate	29.1%	Other	5.2%
Not H.S Graduate	14.4%	% Of Children in HH	35.0%
Occupation		Median Age	35.9
Total Employed	64.2%	Median HH Income	\$56,009
Not Employed	3.6%	Avg. HH Size	2.52
White Collar*	67.9%		
Blue Collar**	32.1%		
Not in Labor Force	32.2%		
Marital Status			
Married	53.7%		
Single (never married)	29.8%		
Divorced	6.5%		
Widow	9.9%		

*White and Blue Collar Derived out of Employed Adults
Source: SRC, LLC 2006; U.S. Census 2000, 2005 estimate

Zip Codes in Ad Zones

19701	19713	19801	19806
19702	19716	19802	19807
19703	19717	19803	19808
19707	19720	19804	19809
19711	19736	19805	19810

Average Household Annual Expenditures

Boys Apparel	\$ 157.79
Computer Hardware	\$ 431.04
Floor Coverings	\$ 84.90
Health Care	\$3,396.72
Legal & Accounting	\$ 121.78
New Car Purchased	\$1,350.25
Plumbing & Heating	\$ 71.10
Roofing & Siding	\$ 87.80
Televisions	\$ 120.76
Watches	\$ 26.89

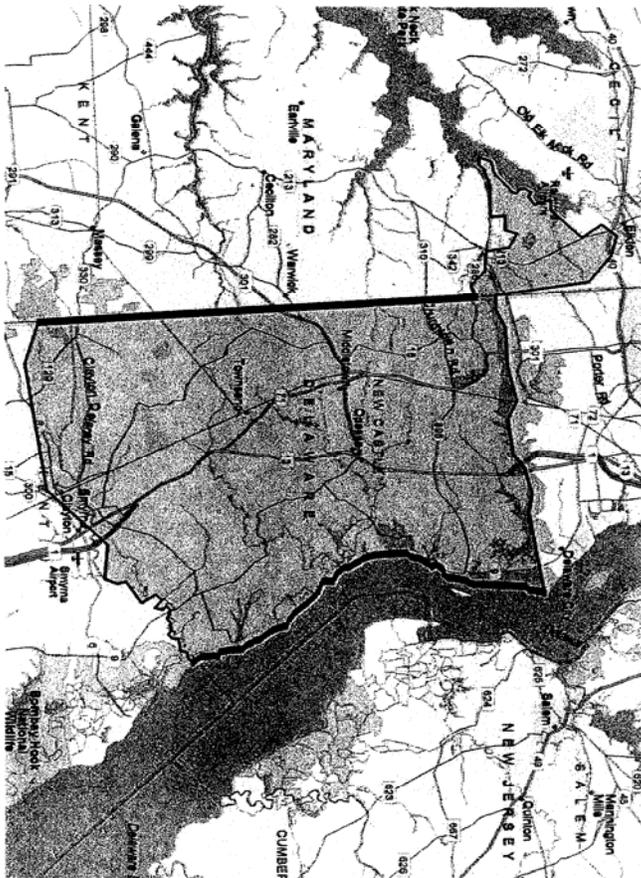


Middletown

5,705 HH / MDT

Major Towns / Zip Codes Covered

Chesapeake City, MD	21915
Clayton	19938
Delaware City	19709
Elkton, MD	21921
(Not within city limits)	
Middletown	19709
Odesa	19730
Port Penn	19731
St. Georges	19733
Towmsend	19734



Zone shown is an approximation. The number of cable homes receiving advertisements on any network is an estimate and may vary by geographic area and other factors. Any statement of the number of cable homes receiving an advertisement and cable audience estimates is generated based on a Nielsen Interconnect Universe. Figures are based on Nielsen's "Perceived Basis" by internal subscriber count by zone (see also Nielsen VR report). The Company will periodically update the information provided. For more information, please contact your Advertising Sales Executive. January 2005. Revised on 3/31/05.

Comcast
SPOTLIGHT.

Middletown

MSO: Comcast

Insertable Subscribers: 5,705

Area Demographics:

Area Demographics:		Area Demographics:	
Gender		Race	
Male	50.2%	Caucasian	86.6%
Female	49.8%	African American	10.4%
		Asian	1.0%
		Other	2.0%
Age		Income	
0-24	36.0%	Under \$25,000	13.9%
25-34	12.4%	\$25,000-\$34,999	6.6%
35-44	18.7%	\$35,000-\$49,999	12.1%
45-54	15.5%	\$50,000-\$74,999	20.8%
55-64	10.1%	\$75,000+	46.6%
65+	7.3%		
Education (Adults 25+)		Home Ownership	
College Grad (4+yrs)	25.8%	Owner	82.6%
Attended College (<4yrs)	27.0%	Renter	10.6%
H.S. Graduate	40.3%	Vacant	6.8%
Not H.S. Graduate	6.8%		
Occupation (Age 16+)		% Of Children in HH	
Total Employed	72.7%	Median Age	35.9
White Collar*	62.6%	Median HH Income	\$70,910
Blue Collar*	37.4%		
Not In Labor Force	27.3%		
Marital Status (Age 15+)		Avg. HH Size	
Married	66.8%		3.11
Single (never married)	20.7%		
Divorced	7.9%		
Widow	4.5%		

Zip Codes in Ad Zones		
19734	19838	19709

Average Household Annual Expenditures

Audio Equipment	\$ 102.57
Books	\$ 76.81
Cosmetics & Perfumes	\$ 121.95
Entertainment	\$3,440.20
Footwear	\$ 453.67
Jewelry	\$ 176.31
Legal & Accounting	\$ 115.58
New Car Purchased	\$2,105.15
Plumbing & Heating	\$ 148.18
Women's Apparel	\$ 869.21

Source: SRC, LLC 2004; U.S. Census 2000, *2003 estimate

Central Delaware

34,489 HH / CDDEL

Major Towns / Zip Codes Covered

Camden-Hyoming	19334
Cheswold	19336
Clayton	19338
Dover	19901
Dover Air Force Base	19902
Dover	19903
Felton	19943
Federica	19946
Harrington	19952
Hartly	19953
Houston	19954
Kenon	19955
Little Creek	19961
Magnolia	19962
Marydel	19964
Smyrna	19977
Viola	19979
West Dover	19904
Woodside	19980



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Central Delaware

MSO: Comcast

Insertable Subscribers: 34,489

Area Demographics:

Area Demographics:		Area Demographics:	
Gender		Race	
Male	49.1%	Caucasian	73.5%
Female	50.9%	African American	20.9%
		Asian	1.7%
		Other	3.9%
Age		Income	
0-24	36.4%	Under \$25,000	25.5%
25-34	13.4%	\$25,000-\$34,999	11.7%
35-44	14.9%	\$35,000-\$49,999	18.5%
45-54	13.7%	\$50,000-\$74,999	21.2%
55-64	9.7%	\$75,000+	23.1%
65+	11.8%		
Education (Adults 25+)		Home Ownership	
College Grad (4+yrs)	20.0%	Owner	65.6%
Attended College (<4yrs)	26.6%	Renter	28.3%
H.S. Graduate	35.1%	Vacant	8.1%
Not H.S. Graduate	18.3%		
Occupation (Age 16+)		% Of Children in HH	
Total Employed	66.3%		39.1%
White Collar*	55.4%	Median Age	35.1
Blue Collar*	44.6%	Median HH Income	\$45,087
Not In Labor Force	33.7%	Avg. HH Size	2.62
Marital Status (Age 15+)			
Married	57.2%		
Single (never married)	25.7%		
Divorced	5.9%		
Widow	11.2%		

*White and Blue Collar Derived out of Employed Adults
Source: SRC, LLC 2006; U.S. Census 2000, 2005 estimate

Zip Codes in Ad Zones

Zip Codes in Ad Zones	Zip Codes in Ad Zones
19901	19952
19902	19953
19904	19954
19934	19962
19938	19964
19943	19977
19946	19979

Average Household Annual Expenditures

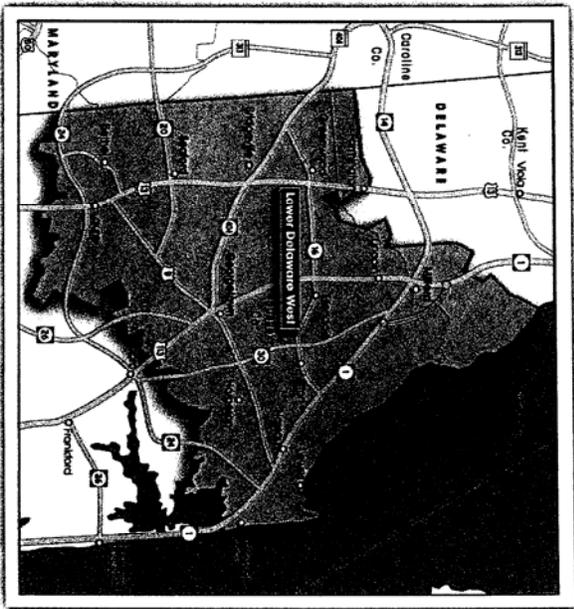
Average Household Annual Expenditures	Average Household Annual Expenditures
Boys Apparel	\$ 120.38
Computer Hardware	\$ 347.10
Floor Coverings	\$ 67.36
Health Care	\$3,154.09
Legal & Accounting	\$ 95.33
New Car Purchased	\$1,574.69
Plumbing & Heating	\$ 113.27
Roofing & Siding	\$ 82.72
Televisions	\$ 122.59
Watches	\$ 24.56





Lower Delaware West

Designated Market Area (DMA) Subscriber Count
 Salisbury, MD 92,214
 Targeted Geographic Zone Subscriber Count
 Lower Delaware West 22,944



19931	Bethel
19933	Bridgeville
19941	Ellendale
19942	Farmington
19947	Georgetown
19950	Greenwood
19951	Harbeson
19956	Laurel
19958	Lewes
19960	Lincoln
19963	Milford
19968	Milton
19969	Nassau
19971	Rahoboth Beach
19973	Seaford

Zone coverage illustration is approximate. The number of cable homes receiving advertisements on any network is an estimate and may vary by geographic area and other factors. Any statement of (1) the number of cable homes receiving an advertisement and (2) cable audience estimates are based on NCC methodology which adjusts internal carriage/instrument sub counts by the Nielsen Fall Household Interconnect Universe Estimate. Estimates may contain impressions outside home DMA. [See also Nielsen VIP Report] The number of subscribers capable of accessing the VOD Advertising Content is an estimate and may vary by the number of subscriber digital homes actually subscribing to digital cable and other factors. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive. Company may not have the capability to insert on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion.



Ad Zone

Lower Delaware - West

Area Demographics:

Category	Value	Percentage
Gender		
Male		49%
Female		51%
Age		
Age 0-4		6%
Age 5-17		18%
Age 18-24		7%
Age 25-34		12%
Age 35-44		16%
Age 45-54		14%
Age 55-64		10%
Age 65+		17%
Median Age	40 years	
Status		
Married		53%
Single		23%
Avg. HH Size	2.5	
Homeowner		59%
Renter		15%
Income		
Less Than \$25k		34%
\$25,000-\$34,999		14%
\$35,000-\$49,999		12%
\$50,000-\$74,999		15%
\$75,000-\$99,999		10%
\$100k+		15%
Median HHI	\$36,334	
Race		
Black		18%
White		78%
Asian		1%
Other		3%
Ethnicity		
Hispanic		5%
Education		
H.S. Grad.		20%
Attended College		37%
College Grad.+		51%
Occupation		
White Collar		46%
Exec/Mgrl		10%
Prof. Spity.		11%
Blue Collar		54%

Zip Codes Covered In Ad Zone

Bethal	19931	Lewes	19958
Bridgetown	19933	Lincoln	19960
Ellendale	19941	Milford	19963
Georgetown	19947	Millon	19968
Greenwood	19950	Nassau	19969
Harbeson	19951	Rehoboth Beach	19971
Houston	19954	Seaford	19973
Laurel	19956		

Apparel	\$2,411
Cellular Phone Service	\$72
Computer Hardware	\$351
Food & Beverages	\$7,272
Furniture	\$450
Legal & Accounting	\$101
Major Appliances	\$208
New Vehicle Purchase	\$1,914
Total HH Expenditures	\$43,877
Total Retail Expenditures	\$18,321

Salisbury Salisbury Salisbury

Salisbury

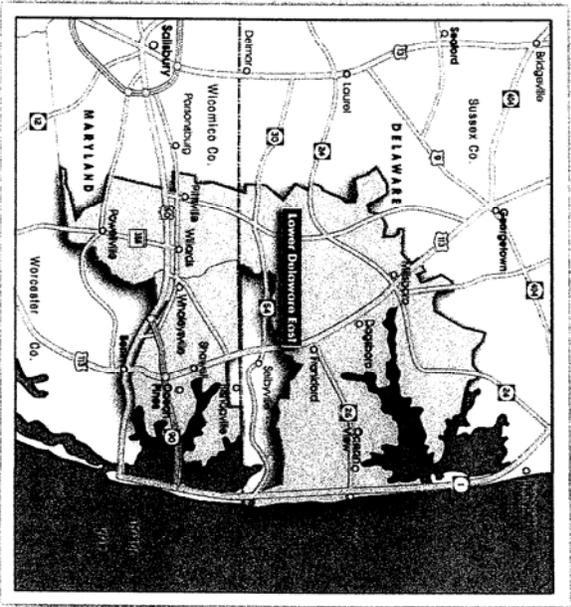
Salisbury

Source: 2002 Applied Geographic Solutions, Inc. Allocate SRC/US Census Data
 Subcounts based on Nielsen Feb 04 DMA Interconnect Universe Estimates



Lower Delaware East

Designated Market Area (DMA) Salisbury, MD
Subscriber Count 92,214
Targeted Geographic Zone Lower Delaware East
Subscriber Count 27,395



19930	Bethany Beach
19939	Dagsboro
19945	Frankford
19947	Georgetown
19958	Lewes
19966	Millsboro
19970	Ocean View
19971	Rehoboth Beach
19975	Selbyville
21811	Ocean Pines/Berlin
21813	Bishopville
21849	Parsonsburg
21850	Pittsville
21852	Powellville
21862	Showell
21872	Whaleysville
21874	Willards

Zone coverage illustration is approximate. The number of cable homes receiving advertisements on any network is an estimate and may vary by geographic area and other factors. Any statement of (1) the number of cable homes receiving an advertisement and (2) cable audience estimates are based on NCC methodology which adjusts internal carriage/insertion and counts by the Nielsen full footprint Interconnect Universe Estimate. Estimates may contain impressions outside home DMA. (See also Nielsen VIP Report). The number of Subscribers capable of accessing the VOD Advertising Content is an estimate and may vary by the number of subscriber digital homes actually subscribing to digital cable and other factors. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive. Company may not have the capability to insert on HD standard networks. Audience estimates for HD programming have not been adjusted for non-tariffed.



Lower Delaware - East

Area Demographics:

Category	Percentage	Percentage	Percentage
Gender			
Male	49%		
Female	51%		
Age			
Age 0-4	5%		
Age 5-17	15%		
Age 18-24	6%		
Age 25-34	10%		
Age 35-44	15%		
Age 45-54	14%		
Age 55-64	14%		
Age 65+	21%		
Median Age	45 years		
Status			
Married	57%		
Single	19%		
Avg. HH Size	2.3		
Homeowner	53%		
Renter	11%		
Income			
Less Than \$25k		31%	
\$25,000-\$34,999		14%	
\$35,000-\$49,999		12%	
\$50,000-\$74,999		15%	
\$75,000-\$99,999		11%	
\$100k+		17%	
Median HH I		\$38,266	
Race			
Black		13%	
White		84%	
Asian		1%	
Other		2%	
Ethnicity			
Hispanic		5%	
Education			
H.S. Grad.		20%	
Attended College		55%	
College Grad.+		31%	
Occupation			
White Collar		47%	
Exec/Mgrl		11%	
Prof. Splty.		10%	
Blue Collar		53%	

Zip Codes Covered In Ad Zone

Bethany Beach	19930	Ocean Pines/Berlin	21811
Dagsboro	19939	Bishopville	21813
Frankford/Omar	19945	Milville	19967
Georgetown	19947	Pittsville	21850
Lewes	19958	Powellville	21852
Millsboro	19966	Showell	21862
Clarksville/Ocean	19970	Whaleyville	21872
Selbyville	19975	Willards	21874

Consumer Expenditures (Avg. HH Exp)

Apparel	\$2,493
Cellular Phone Service	\$74
Computer Hardware	\$364
Food & Beverages	\$7,536
Furniture	\$469
Legal & Accounting	\$105
Major Appliances	\$217
New Vehicle Purchase	\$1,985
Total HH Expenditures	\$45,357
Total Retail Expenditures	\$19,024

Source: 2002 Applied Geographic Solutions, Inc. Allstate SRC/US Census Data
 Subcounts based on Nielsen Feb 04 DMA Interconnect Universe Estimates

Salisbury

HPV Vaccinations Proposal Summary

This 5 month every-other week campaign is designed to increase awareness and educate girls, young women and parents in the state of Delaware about the new HPV vaccine to reduce cervical cancer.

It includes the following:

- Total of **1,804 :60** second commercials for **\$49,088**, to run for 5 months every-other week in the state of Delaware starting approximately **September 3rd, 2007 through January 27th, 2008**. (See attached calendar for details.)
- An allowance of **\$450**, is needed for end tag editing charges of the pre-produced commercial "One Less" and Spanish version of "One Less". Unspent production money can be rolled into the schedule.
- Included at "**No Charge**" will be a **5 minute interview with Comcast Newsmakers**. The interview will air randomly for 1 or 2 weeks on CNN Headline News during this 5 month campaign. **Valued at \$15,000**.
- Chosen cable networks, number of commercials, reach and frequency for each zone is shown on attached schedules.
- Proposal is based on available inventory and rates at time of proposal and may have to be adjusted accordingly.
- Monthly invoices and affidavits of performance showing exact time, date, cost, and title of each commercial run.

Total investment: \$49,538.



Network & Cost Summary

Networks	Total spots for the contract	Total costs per Network
BET	250	\$8,500.
CNN Headline News	250	\$3,000.
Food Network	250	\$4,100.
Lifetime	250	\$10,200.
MTV	250	\$6,700.
The Learning Channel	250	\$7,300.
The Weather Channel	250	\$5,400.
Telenundo :60 (Wilmington only)	54	\$3,888.
Totals	1,804	\$49,088.

Total cost: Production editing charges \$450. + Airtime \$49,088.
= \$49,538.



2007

BROADCAST CALENDAR

JANUARY							
	M	T	W	T	F	S	S
1	1	2	3	4	5	6	7
2	8	9	10	11	12	13	14
3	15	16	17	18	19	20	21
4	22	23	24	25	26	27	28

FEBRUARY							
	M	T	W	T	F	S	S
5	29	30	31	1	2	3	4
6	5	6	7	8	9	10	11
7	12	13	14	15	16	17	18
8	19	20	21	22	23	24	25

MARCH							
	M	T	W	T	F	S	S
9	26	27	28	1	2	3	4
10	5	6	7	8	9	10	11
11	12	13	14	15	16	17	18
12	19	20	21	22	23	24	25

APRIL							
	M	T	W	T	F	S	S
13	26	27	28	29	30	31	1
14	2	3	4	5	6	7	8
15	9	10	11	12	13	14	15
16	16	17	18	19	20	21	22
17	23	24	25	26	27	28	29

MAY							
	M	T	W	T	F	S	S
18	30	1	2	3	4	5	6
19	7	8	9	10	11	12	13
20	14	15	16	17	18	19	20
21	21	22	23	24	25	26	27

JUNE							
	M	T	W	T	F	S	S
22	28	29	30	31	1	2	3
23	4	5	6	7	8	9	10
24	11	12	13	14	15	16	17
25	18	19	20	21	22	23	24

JULY							
	M	T	W	T	F	S	S
26	25	26	27	28	29	30	1
27	2	3	4	5	6	7	8
28	9	10	11	12	13	14	15
29	16	17	18	19	20	21	22
30	23	24	25	26	27	28	29

AUGUST							
	M	T	W	T	F	S	S
31	30	31	1	2	3	4	5
32	6	7	8	9	10	11	12
33	13	14	15	16	17	18	19
34	20	21	22	23	24	25	26

SEPTEMBER							
	M	T	W	T	F	S	S
35	27	28	29	30	31	1	2
36	3	4	5	6	7	8	9
37	10	11	12	13	14	15	16
38	17	18	19	20	21	22	23
39	24	25	26	27	28	29	30

OCTOBER							
	M	T	W	T	F	S	S
40	1	2	3	4	5	6	7
41	8	9	10	11	12	13	14
42	15	16	17	18	19	20	21
43	22	23	24	25	26	27	28

NOVEMBER							
	M	T	W	T	F	S	S
44	29	30	31	1	2	3	4
45	5	6	7	8	9	10	11
46	12	13	14	15	16	17	18
47	19	20	21	22	23	24	25

DECEMBER							
	M	T	W	T	F	S	S
48	26	27	28	29	30	1	2
49	3	4	5	6	7	8	9
50	10	11	12	13	14	15	16
51	17	18	19	20	21	22	23
52	24	25	26	27	28	29	30

 Spot Network schedule
 Telemundo schedule



2008 Broadcast Calendar

January	M	T	W	T	F	S	S
	31	1	2	3	4	5	6
2	7	8	9	10	11	12	13
3	14	15	16	17	18	19	20
4	21	22	23	24	25	26	27

February	M	T	W	T	F	S	S
5	28	29	30	31	1	2	3
6	4	5	6	7	8	9	10
7	11	12	13	14	15	16	17
8	18	19	20	21	22	23	24

March	M	T	W	T	F	S	S
9	25	26	27	28	29	1	2
10	3	4	5	6	7	8	9
11	10	11	12	13	14	15	16
12	17	18	19	20	21	22	23
13	24	25	26	27	28	29	30

April	M	T	W	T	F	S	S
14	31	1	2	3	4	5	6
15	7	8	9	10	11	12	13
16	14	15	16	17	18	19	20
17	21	22	23	24	25	26	27

May	M	T	W	T	F	S	S
18	28	29	30	1	2	3	4
19	5	6	7	8	9	10	11
20	12	13	14	15	16	17	18
21	19	20	21	22	23	24	25

June	M	T	W	T	F	S	S
22	26	27	28	29	30	31	1
23	2	3	4	5	6	7	8
24	9	10	11	12	13	14	15
25	16	17	18	19	20	21	22
26	23	24	25	26	27	28	29

July	M	T	W	T	F	S	S
26	30	1	2	3	4	5	6
27	7	8	9	10	11	12	13
28	14	15	16	17	18	19	20
29	21	22	23	24	25	26	27

August	M	T	W	T	F	S	S
31	28	29	30	31	1	2	3
32	4	5	6	7	8	9	10
33	11	12	13	14	15	16	17
34	18	19	20	21	22	23	24
35	25	26	27	28	29	30	31

September	M	T	W	T	F	S	S
36	1	2	3	4	5	6	7
37	8	9	10	11	12	13	14
28	15	16	17	18	19	20	21
39	22	23	24	25	26	27	28

October	M	T	W	T	F	S	S
40	39	30	1	2	3	4	5
41	6	7	8	9	10	11	12
42	13	14	15	16	17	18	19
43	20	21	22	23	24	25	26

November	M	T	W	T	F	S	S
44	27	28	29	30	31	1	2
45	3	4	5	6	7	8	9
46	10	11	12	13	14	15	16
47	17	18	19	20	21	22	23
48	24	25	26	27	28	29	30

December	M	T	W	T	F	S	S
49	1	2	3	4	5	6	7
50	8	9	10	11	12	13	14
51	15	16	17	18	19	20	21
52	22	23	24	25	26	27	28

Standard CableCast week - Monday through Sunday - CableCast month ends on the last Sunday.

08-180

7/30/2007 3:18PM
Est # 33941

HPV Awareness - WIL.MDLT.COEL revised
Client: HPV Vaccine Awareness - DPH
Buyer:
Advertiser:
Product:
Sched Dates: 09/24/07 12:00AM - 01/27/08 12:00AM
Lengths: 30
Dayparts: RT
PHILADELPHIA Apr07 C-DMA Nielsen #

Network	Daypart	Program	Spot Dur	Avg Spts/Wk	Active Weeks	Rate	Total Spots	Cost
4669, WILMINGTON								
BET								
	M-Su 5a-12m	VARIOUS	.30	3	10	\$108	50	\$5,400
FOOD								
	M-Su 5a-12m	VARIOUS	.30	3	10	\$36	50	\$1,800
HLN								
	M-Su 5a-12m	CNN HEADLINE N<	.30	3	10	\$24	50	\$1,200
LIF								
	M-Su 5a-12m	VARIOUS	.30	3	10	\$108	50	\$5,400
MTV								
	M-Su 5a-12m	AVG. ALL WKS<	.30	3	10	\$78	50	\$3,900
TLC								
	M-Su 5a-12m	VARIOUS	.30	3	10	\$78	50	\$3,900
TWC								
	M-Su 5a-12m	VARIOUS	.30	3	10	\$36	50	\$1,800
Totals							350	\$23,400
6971, MIDDLETOWN								
BET								
	M-Su 5a-12m	VARIOUS	.30	3	10	\$18	50	\$900
FOOD								

08-180

Network	Daypart	Program	Spot Dur	Avg Spts/Wk	Active Weeks	Rate	Total Spots	Cost
	M-Su 5a-12m	VARIOUS	30	3	10	\$12	50	\$600
HLN								
	M-Su 5a-12m	CNN HEADLINE N<	30 60	3	10	\$12	50	\$600
LIF								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$18	50	\$900
MTV								
	M-Su 5a-12m	AVG. ALL WKS<	30 60	3	10	\$14	50	\$700
TLC								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$14	50	\$700
TWC								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$12	50	\$600
Totals							350	\$5,000
5286, CENTRAL DELAWARE								
BET								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$24	50	\$1,200
FOOD								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$14	50	\$700
HLN								
	M-Su 5a-12m	CNN HEADLINE N<	30 60	3	10	\$12	50	\$600
LIF								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$30	50	\$1,500

03-180

Network	Daypart	Program	Spot Dur	Avg Sps/Wk	Active Weeks	Rate	Total Spots	Cost
MTV								
	M-Su 5a-12m	AVG. ALL WKS<	30 60	3	10	\$22	50	\$1,100
TLC								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$22	50	\$1,100
TWC								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$12	50	\$600
Totals							360	\$6,800
Grand Totals							1,050	\$35,200

This report has been prepared using Strata NuMath research.
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Nielsen Audience Estimates Copyright ©2007 Nielsen Media Research

Qualitative weights:
 PHILADELPHIA Apr07 C-DMA Nielsen #
 Cable Zones: COMCAST, WILMINGTON
 PHILADELPHIA Apr07 C-DMA Nielsen #
 Cable Zones: COMCAST, MIDDLETOWN
 PHILADELPHIA Apr07 C-DMA Nielsen #
 Cable Zones: COMCAST, CENTRAL DELAWARE

Source Field Codes:
 TP - Time Period

All agency orders are subject to 15% agency commission of gross totals.

Client Signature _____ Date _____
 Comcast Signature _____ Date _____

The number of cable homes receiving advertisements on any network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of cable homes receiving an advertisement and (2) cable audience estimates is generated based on a Nielsen Interconnect Universe Estimate and adjusted on a pro rated basis by internal subscriber counts by zone [See also Nielsen ViP report]. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive. Total DMA cable ratings include viewing to cable networks via technologies we do not represent for sales purposes.

The organization/corporation/individual ("Advertiser") contracting for the broadcast and/or VOD placement (collectively "distribution") of commercial announcements and/or content (collectively referred to as "commercial announcements")

08-180

7/30/2007 3:11PM
 Est # 30605
 SALISBURY Feb07 C-DMA Nielsen #

HPV Awareness-LDW.LDERevised
 Client: HPV Vaccine Awareness - DPH
 Buyer:
 Advertiser:
 Product:
 Sched Dates: 09/24/07 12:00AM - 01/27/08 12:00AM Lengths: 30
 Dayparts: RT

Network	Daypart	Program	Spot Dur	Avg Spts/Wk	Active Weeks	Rate	Total Spots	Cost
1087, Lower Delaware West								
BET								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$10	50	\$500
FOOD								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$10	50	\$500
HLN								
	M-Su 5a-12m	CNN HEADLINE N<	30 60	3	10	\$6	50	\$300
LIF								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$24	50	\$1,200
MTV								
	M-Su 5a-12m	AVG. ALL WKS<	30 60	3	10	\$10	50	\$500
TLC								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$16	50	\$800
TWC								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$24	50	\$1,200
Totals							350	\$5,000
7914, Lower Delaware East								
BET								
	M-Su 5a-12m	VARIOUS	30 60	3	10	\$10	50	\$500
FOOD								

08-180

Network	Daypart	Program	Spot Dur	Avg Spts/Wk	Active Weeks	Rate	Total Spots	Cost
	M-Su 5a-12m	VARIOUS				\$10	50	\$500
HLN								
	M-Su 5a-12m	CNN HEADLINE N<	.30 60	3	10	\$6	50	\$300
LIF								
	M-Su 5a-12m	VARIOUS	.30 60	3	10	\$24	50	\$1,200
MTV								
	M-Su 5a-12m	AVG. ALL WKS<	.30 60	3	10	\$10	50	\$500
TLC								
	M-Su 5a-12m	VARIOUS	.30 60	3	10	\$16	50	\$800
TWC								
	M-Su 5a-12m	VARIOUS	.30 60	3	10	\$24	50	\$1,200
Totals							350	\$5,000
Grand Totals							700	\$10,000

This report has been prepared using Strata NuMath research.
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Nielsen Audience Estimates Copyright ©2007 Nielsen Media Research

Qualitative weights:
SALISBURY Feb07 C-DMA Nielsen #
Cable Zones: COMCAST, Lower Delaware West
SALISBURY Feb07 C-DMA Nielsen #
Cable Zones: COMCAST, Lower Delaware East

Source Field Codes:
TP - Time Period

All agency orders are subject to 15% agency commission of gross totals.

Client Signature _____ Date _____

Comcast Signature _____ Date _____

Comcast
SPOTLIGHT.

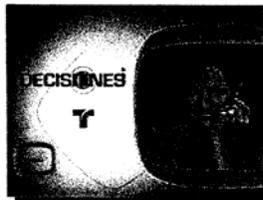
08-180

T62
TELEMUNDO

Telemundo, one of the leading Spanish language television networks offering U.S. Hispanics the best in television entertainment. Its programming line-up combines the best in Spanish language entertainment with productions from Mexico and Latin America and original U.S. productions catering to U.S. Hispanics. Telemundo's schedule has something for everyone: novelas, talk shows, movies, sports, news, reality, music, and children's programming.



Caso Cerrado



Decisiones

Network Programming Offerings

Caso Cerrado - The objective of resolving not only couples dilemmas, but also many more of the most scandalous and heated battles typically seen in a court.

Laura - Providing Hispanics everywhere a stage for the debate of all issues concerning families around the world.

La Tormenta - Maria Teresa is forced to leave her luxurious lifestyle and move to an old "hacienda" where she'll live a romance as wild as the land on which she finds herself living.

El Cuerpo Del Deseo - Pedro Jose Donoso had it all and won't accept defeat and at that very moment, the death of a humble young farmer named Salvador Cerinza will give him the one thing his soul needs to keep on living: a body.

Corazón Partido - The story of Aura, a young woman who returns home in search of the son that was taken away from her at birth.

Viewer Profile:

Age	
18-34	31.1%
35-54	46.6%
55+	22.3%
Gender	
Men	13.2%
Women	86.8%
Education	
College Grad +	18.5%
Attended College	22.3%
Household Income	
\$75K +	32.8%
\$50K - \$74,999	10.6%
\$30K - \$49,999	25.0%
Home Ownership	
Own Home	64.2%
Rent Home	27.9%
Presence of Children	
1 + Child in Household	68.9%

Source: Scarborough Report;
Philadelphia DMA, Aug. 2005 - Jul. 2006

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**Comcast
SPOTLIGHT.**

08-180

BET ★

BET is the nation's first and only 24-hour network providing a platform for quality programming highlighting the African-American culture. Music programming, led by "106 & Park," provides a strong base for comic shows, college sports and variety shows. Strong news and public affair programs like "BET Nightly News" compliment the network's entertainment offerings. With special events, such as the annual "BET Awards" and "Journeys in Black", BET attracts a solid, diverse audience.



The Parkers



Girlfriends

Network Programming Offerings

106 & PARK – This show hosts a live audience and celebrity guests five days a week. The guests that have stopped by the New York studios are among the biggest names in music and entertainment.

College Hill – The cast turns up the heat at Virginia State University as tempers fly, tears flow, and secrets are revealed as eight college student struggle to live under one roof.

Comic View - Giving viewers what they crave – more side-splitting comedy from young comedians nationwide. Taking it down to the Big Easy, New Orleans and infusing the show with big named comedians as well as the best up-and-coming funny folks.

Road Show – BET will hit the road to cities and college campuses across the country to try for a high-energy battle of the sexes between 20 boys and girls as they each try to outdo one another for bragging rights and prizes!

Viewer Profile:

Age	
18-34	52.2%
35-54	28.3%
55+	19.5%
Gender	
Men	39.2%
Women	60.8%
Education	
College Grad +	12.6%
Attended College	26.0%
Household Income	
\$75K +	25.5%
\$50K – \$74,999	23.2%
\$30K – \$49,999	29.6%
Home Ownership	
Own Home	51.7%
Rent Home	43.5%
Presence of Children	
1 + Child in Household	49.0%

Source: Scarborough Report;
Philadelphia DMA, Aug. 2005 – Jul. 2006

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CNN Headline News.

CNN Headline News is the ultimate resource for today's "Time Warriors" – people who do more and demand more out of every day, and need convenient and instant access to the information they rely upon to chart the course of their day. CNN Headline News, delivering non-stop headlines, is the perfect information source for time pressed viewers. Stories are fast-paced and immediate, covering breaking news, sports, health, the environment, technology, culture and entertainment, travel delays and financial news.



Prime News Tonight



Headline News

Network Programming Offerings

Showbiz Tonight - Hosted by A.J. Hammer, a live program mixing the latest entertainment stories, live reports, in-studio live interviews, and debates on hot issues, along with provocative pundits on the latest news, trends and buzz.

Nancy Grace - Television's only justice-themed/interview/debate show, designed for those interested in the top law stories of the day.

Primetime News Tonight - Providing the only comprehensive, national news program during this time period - a nightly news program hosted by Mike Galanos and Erica Hill.

Robin & Company - Get up, get your news, get on with your day - kick starts your morning with news, weather, sports, entertainment, money and travel reports. Everything you need to know in 30 minutes.

Comcast
SPOTLIGHT.

Viewer Profile:

Age	
18-34	21.3%
35-54	50.7%
55+	28.0%
Gender	
Men	57.1%
Women	42.9%
Education	
College Grad +	29.2%
Attended College	30.1%
Household Income	
\$75K +	44.1%
\$50K – \$74,999	16.7%
\$30K – \$49,999	39.2%
Home Ownership	
Own Home	68.3%
Rent Home	23.3%
Presence of Children	
1 + Child in Household	43.0%

Source: Scarborough Report;
Philadelphia DMA, Aug. 2004 – Jul. 2005

Comcast
SPOTLIGHT.

08-180

Lifetime

Lifetime has been airing quality programming for women and about women since 1984. The network airs made-for-television movies, mini-series, select theatrical films and independent film acquisitions. Lifetime also continues to be a leader in advocacy issues, like Breast Cancer Awareness and women's self-esteem. With its commitment to women's causes, Lifetime has become not only Television for Women, but also television that is pertinent to women.



Strong Medicine



Lifetime Original Movies:
Nora Roberts' Blue Smoke

Network Programming Offerings

Denise Austin's Daily Workout - Specialized segments that offer intense workout solutions for problem body parts like abs, hips, buns and legs.

How Clean Is Your House? - Queens of Clean transform the filthiest households into spotless abodes with a critical eye and a very frank wit.

Missing - When the trail of evidence has gone cold, two FBI investigators are the best hope for finding the missing.

Strong Medicine - Dylan was Chief Resident at Philadelphia County, where "Lu" was a first-year intern. From procedures and politics to what to put on a pizza, they couldn't agree on anything. Now reunited, will they find the hospital big enough for both of them?

Blood ties - Vicky is a fearless ex-cop whose entire life changes when she witnesses a murder. She is suddenly thrown into a supernatural world, where she discovers that her suspect is a demon.

Viewer Profile:

Age	
18-34	26.1%
35-54	31.8%
55+	42.1%
Gender	
Men	29.1%
Women	70.9%
Education	
College Grad +	17.4%
Attended College	28.1%
Household Income	
\$75K +	28.8%
\$50K - \$74,999	18.3%
\$30K - \$49,999	27.7%
Home Ownership	
Own Home	65.3%
Rent Home	27.2%
Presence of Children	
1 + Child in Household	29.5%

Source: Scarborough Report;
Philadelphia DMA, Aug. 2005 - Jul. 2006

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Food Network is a lifestyle network that celebrates all things food. From exploring are invited to experiment, discover and embrace food in a whole new way. "Kick It Up a Notch" with Emeril Lagasse, judge for yourself whose cuisine reigns supreme on "Iron Chef", or see how to cook like a pro in less than 30 minutes with Rachel Ray's 30 Minute Meals. Fact is, no matter what viewers crave, Food Network has the ingredients to satisfy even the pickiest of appetites.



Rachel Ray's 30 Minute
Meals



Emeril Live

Network Programming Offerings

30 Minute Meals - From comfort food to sophisticated fare for entertaining, Rachael promises that her dazzling dishes will never take more 30-minutes to make, from start to finish.

Emeril Live - Emeril Lagasse--a master chef and owner of New Orleans' most talked-about restaurants--demonstrates gourmet cooking, with a bam!

Good Eats - Alton Brown explores the origins of ingredients, decodes culinary customs and presents food and equipment trends.

Iron Chef America - In Kitchen Stadium and the famed "Secret Ingredient," world-class chefs battle the legendary Iron Chefs of America.

Behind the Bash - Giada DeLaurentiis takes you behind the scenes, following the chefs, sommeliers, pastry teams, and decorators as they make the decisions to create a fabulous high-end event.

Viewer Profile:

Age	
18-34	17.3%
35-54	35.5%
55+	47.1%
Gender	
Men	40.1%
Women	59.9%
Education	
College Grad +	22.0%
Attended College	24.4%
Household Income	
\$75K +	38.9%
\$50K - \$74,999	16.7%
\$30K - \$49,999	44.3%
Home Ownership	
Own Home	79.1%
Rent Home	16.0%
Presence of Children	
1 + Child in Household	28.4%

Source: Scarborough Report,
Philadelphia DMA, Aug. 2004 - Jul. 2005



MTV, a leader in the cable revolution, continues to reign supreme as the music television authority. It is the ideal place to deliver your message to young adults with discretionary income, who are forming their product preferences and brand loyalties. MTV gives young adults everything they are passionate about, from fashion, lifestyle and sports, to attitude, politics, groundbreaking fun and inclusive youth oriented programming found no where else in the world.



Ride with Funkmaster Flex



Video Music Awards

Network Programming Offerings

- MTV Cribs** - Peep into your favorite celebrities' homes without getting slapped with a restraining order. The only show that hooks you up with exclusive insight into your heroes' cribs.
- MADE** - Willing candidates embark on a mission to transform his or her life. Sometimes they make it, sometimes not, and sometimes they realize they had what they wanted all along.
- Real World** - This is the true story of seven strangers, picked to live in a house and have their lives taped, and find out what happens when people stop being polite and start getting REAL.
- TRL** - Viewers get to vote for their favorite videos, meet the hottest bands in the music business, and experience live performances.
- 8th & Ocean** - Deep in the heart of Miami's hot South Beach, ten professional models live together in a beachfront apartment complex, each trying to make their way in a glamorous yet very demanding industry.

Viewer Profile:

Age	
18-34	76.5%
35-54	20.6%
55+	3.0%
Gender	
Men	42.7%
Women	57.3%
Education	
College Grad +	19.8%
Attended College	38.2%
Household Income	
\$75K +	33.8%
\$50K - \$74,999	22.5%
\$30K - \$49,999	43.7%
Home Ownership	
Own Home	42.6%
Rent Home	34.0%
Presence of Children	
1 + Child in Household	47.0%

Source: Scarborough Report; Philadelphia DMA, Aug. 2004 - Jul. 2005



TLC is the only television network to use real life storytelling that connects viewers to the exploration of the human experience through its "life unscripted" approach. TLC is Human TV – human emotion, human interest, human drama, and human being. The TLC day is perfectly grouped – a kids oriented weekday morning block, followed by a daytime lineup of personal stories – told by real people. TLC's broad-based, unique environment helps people shape their future and experience their lives.



Magic School Bus



What Not to Wear

Network Programming Offerings

Trading Spaces - Two neighbors swap keys to transform a room in each other's home. They have two days and a set budget to do it.

What Not To Wear - With the help of top-notch stylists and a budget of \$5,000, this program will provide life-changing fashion intervention to people nominated by friends/family as someone who desperately needs a style overhaul!

Magic School Bus - Ride with the wacky Ms. Frizzle in her magic school bus to the moon, the bottom of the ocean, and everywhere in between.

A Makeover Story - Meet the players, learn, what motivated their desire for change and see how a new "look" can inspire a new outlook.

Martha - Offers a new and much different format, which will be shot in front of a live studio audience and feature celebrity guests.

Comcast
SPOTLIGHT.

Viewer Profile:

Age	
18-34	30.0%
35-54	48.4%
55+	21.6%
Gender	
Men	40.4%
Women	59.6%
Education	
College Grad +	21.3%
Attended College	30.1%
Household Income	
\$75K +	47.1%
\$50K – \$74,999	15.6%
\$30K – \$49,999	37.4%
Home Ownership	
Own Home	71.3%
Rent Home	23.5%
Presence of Children	
1 + Child in Household	53.8%

Source: Scarborough Report;
Philadelphia DMA, Aug. 2004 – Jul. 2005

Philadelphia Philadelphia Philadelphia Philadelphia Philadelphia Philadelphia Philadelphia

The Weather Channel

Comcast **SPOTLIGHT.**

No other network is entirely devoted to delivering the weather like **The Weather Channel** – the premier source for local, regional and national weather. It also covers international weather, making it the most convenient place on television for viewers to tune in for the weather information they need. A team of expert forecasters clearly illustrates the where, when and whys of weather, interpreting its course with the latest technology and how it impacts the lives of the viewers. And new to The Weather Channel is the airing of documentary programming that culminates in Storm Week.



Storm Stories



Weekend Now

Network Programming Offerings

Your Weather Today - Whether it's planning the daily commute or dressing the kids know what to wear, what to take, when to go, and how to get there.

Weather Center - A lifestyle-focused resource for family managers, small business owners and high-net-worth individuals looking for meaningful programming at midday.

PM Edition - Offers a faster-paced weather news resource specifically targeted to an upscale, demanding audience.

Evening Editions - Gives a broad range of viewers the weather information they need to plan for tomorrow and the days to come.

Storm Stories - Narrated by meteorologist Jim Cantore. Remarkable first-person accounts, personal interviews and heart stopping footage bring these unforgettable tales to life.

Viewer Profile:

Age	
18-34	27.4%
35-54	41.8%
55+	30.8%
Gender	
Men	55.0%
Women	45.0%
Education	
College Grad +	35.0%
Attended College	21.2%
Household Income	
\$75K +	47.6%
\$50K – \$74,999	17.4%
\$30K – \$49,999	34.9%
Home Ownership	
Own Home	72.1%
Rent Home	20.6%
Presence of Children	
1 + Child in Household	37.7%

Source: Scarborough Report; Philadelphia DMA, Aug. 2004 – Jul. 2005

Philadelphia Philadelphia Philadelphia Philadelphia Philad **Philadelphia** delphia



Thank You...

for giving us the opportunity to show you how we can help your business succeed. We are looking forward to being your advertising partner in the future growth of your business.

Jane Francisco (302) 678-0864 x210	Sr. Account Executive
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