



Be Media Smart. *Buy Media Smart.*[™]

Consider Cable

Advertising on National Cable television offers SGMA members the ability to air their commercials across the country in the most sought after homes on some of the most exciting entertainment brands available today. Cable continues to attract consumers with programming that speaks to their needs and interests like no other media vehicle. National Cable is a great opportunity as viewers continue to migrate to Cable television at record levels.

In just the last four years there has been a major shift in the share of viewing now tipping the scales from the Broadcast networks to Ad-supported Cable networks across virtually all viewing targets in virtually every daypart.

Cable ratings continue to grow throughout this TV season at the expense of Broadcast which is showing across-the-board declines.

Cable regularly outperforms all other sources of TV in viewership, program quality and diversity.

One-week Cable reach is now at parity across all major buying demos and depending on target has even surpassed broadcast's capabilities.

The targeted reach and impact of cable make it a media investment capable of producing the strongest possible payback.

Be Media Smart. *Buy Media Smart.*[™]

For more information on how you, as an SGMA member, can make National Cable television advertising a part of your overall media and advertising strategy, contact Blue Plate Media Services at 908-918-0202 or visit blueplatemediacompany.com/SGMA.

PRINT THIS ARTICLE

SEND THIS ARTICLE TO A FRIEND

EMAIL QUESTIONS OR COMMENTS ABOUT THIS ARTICLE

CONTACT YOUR MEDIA ADVOCATE AT BLUE PLATE MEDIA SERVICES