

iWant More!™



Education

Advanced placement for your message.

People are choosing schools with their slippers on.

Today's savvy parents and students gather information about educational opportunities from the comfort of their sofas. With the click of a remote, televisions transform into trusted academic advisors and powerful recruitment tools.

On Demand works.

Viewers watch what they want, when they want – so it's no wonder that traditional print and radio advertising is losing ground to convenient, interactive marketing like Video On Demand. **Charter On Demand** identifies and tracks subscribers by lifestyle and purchasing habits, easily connecting schools to qualified and engaged students who are ready to complete their degrees.

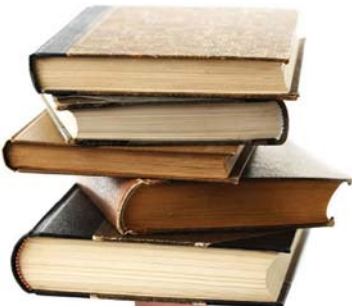
Viewers say iWant More!

Our popular **Charter On Demand** services connect eager consumers to the latest movies, hottest products and most helpful tips – 24 hours a day, 7 days a week. Charter's

3 million digital customers know that reliable products and information can be easily found on **CHANNEL 1**.

Put your business at their fingertips.

iWant More! is a targeted, powerful feature of Charter On Demand, where local viewers can find your information at the touch of a button. **iWant More!** under the Education category on **CHANNEL 1** is where you can talk to people most likely to enroll in your school.



Charter On Demand is the next powerful generation of television advertising.

68% of Charter On Demand viewers have not completed a college degree.

Source: Claritas PRIZM NE, Claritas Household Demographics, Claritas Convergence Audit, 2007.

100% consumer OPT-IN

With **Charter On Demand**, viewers actively choose to become your customers.



Charter On Demand

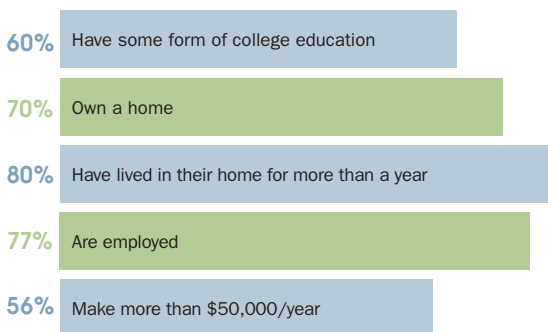
www.CharterMedia.com

One button. One channel. One great sales opportunity.

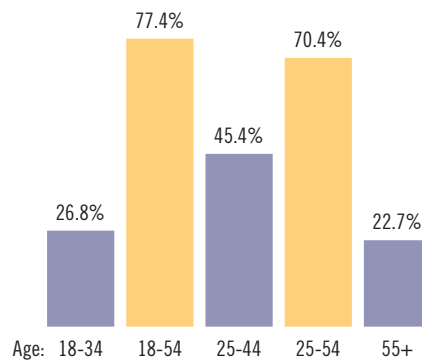
Charter On Demand iWant More! on CHANNEL 1 is your solution to **REACH** the right people with messages of **RELEVANCY** generating local **ENGAGEMENT** in your school. Virtually no time and space restrictions and little competitive clutter make advertising on iWant More! a smart and cost-effective marketing strategy to build your institution's brand.

Charter On Demand viewers are young and affluent homeowners who pursue higher education.

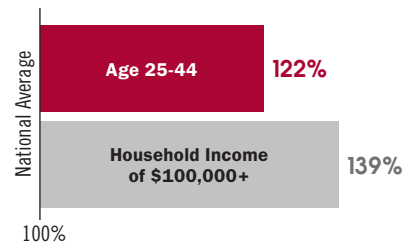
Your Captive Audience



Viewer Age



Young & Affluent



Charter On Demand customers are 22% more likely to be 25-44 and are 39% more likely to have a household income of \$100,000+.

Sources: Claritas PRIZM NE, Claritas Household Demographics, Claritas Convergence Audit, 2007.

Education Advertising Opportunities

Viewers are seeking local, detailed third-party information about the schools and educational services that interest them most. Tell your story to an eager audience of active learners using an unlimited amount of compelling, informative and entertaining content.

Long Form Video

Don't have a video ready to roll? We can help you create a customized commercial or feature, offering award-winning direction, using our state-of-the-art production facilities.

Easy to Update

We can upload academic and enrollment information automatically from your Web site, providing the most current and user-friendly listings to a highly qualified audience.

Questions?

We can help you develop a strategic marketing and media campaign.