



iWant More!™

Travel & Leisure

Your ticket to sales.

People are making big plans with their slippers on.

Today's savvy travelers and weekend adventure seekers gather information about how to spend their spare time from the comfort of their sofas. With the click of a remote, televisions transform into trusted travel guides and equipment catalogs.

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 your business to qualified and engaged recreational enthusiasts, whether they're creating backyard retreats or planning exciting getaways.

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 Travel & Leisure category on **CHANNEL 1** is where you can talk to people most likely to take a vacation or purchase recreational gear and supplies.

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

Charter On Demand subscribers are 22% more likely than non-subscribers to spend \$3,000+ on domestic travel each year.

Source: Claritas PRIZM NE, Mediamark Research Inc., 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.

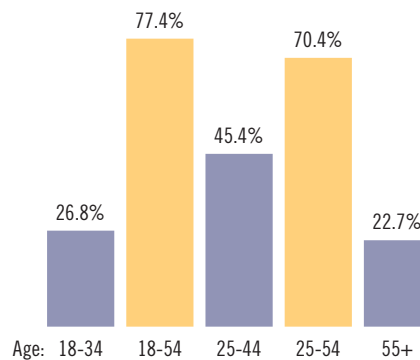
Charter On Demand iWant More! on CHANNEL 1 is your solution to **REACH** the right people with messages of **RELEVANCY** generating local **ENGAGEMENT** in your business. Virtually no time and space restrictions and little competitive clutter make advertising on iWant More! a smart and cost-effective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

Charter On Demand viewers are young and affluent vacationers who pursue travel getaways and leisure opportunities.

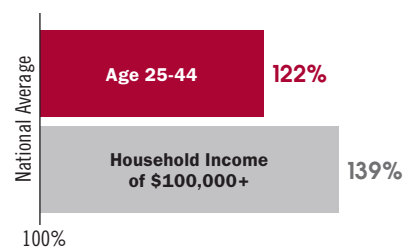
Your Captive Audience



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, Mediamark Research Inc., Claritas Household Demographics, Claritas Convergence Audit, 2007.

Travel & Leisure Advertising Opportunities

Viewers are actively seeking local, detailed third-party information about the travel and leisure services that interest them most. Tell your story to an eager audience 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 product or service 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.