

## SOLARUS | DIGITAL CABLE ADVERTISING

### TRUST. VALUE. CONVENIENCE.

Solarus Digital Cable Advertising can help you grow your business. After more than 110 years as a part of the local business community, we understand the market like no other local advertising alternative. You can count on Solarus to work with you to achieve the results you want.

And since results are what advertising is all about, Solarus Digital Cable Advertising has ways to help you get there without spending more than you need to. Our experienced advertising professionals have the tools to determine how to maximize your profits with affordable advertising, providing ways to promote your business efficiently, effectively, and professionally.

It's not always easy to find the right media mix. Print advertising can get lost in a sea of ads. Radio advertising can be lost in the background. Broadcast TV can eat up your budget too quickly for your message to take hold.

Fortunately, Solarus Digital Cable Advertising offers an alternative that provides the power of television at far less cost. Advertising on Solarus Digital Cable lets you communicate to your customers with strong audiovisual messages at a low cost per view. You'll be able to make a strong impression at a high enough frequency to make sure your message gets through.

Solarus Digital Cable Advertising also lets you target your audience more effectively. The variety of highly rated cable channels available includes channels and programming with distinct audiences. You can choose a demographic you want to reach, like women, men, or teens, or select an audience with a lifestyle that is likely to buy your product or service, like sports fans, do-it-yourselfers, or the style-conscious. These are just a few examples of markets you can specifically target. That makes every dollar you spend reach the type of person most valuable to your business.

With Solarus Digital Cable Advertising, your advertising can be high-profile without high cost. Make Solarus a primary partner in your media mix and you'll see rewards.

Ask how Solarus Digital Cable Advertising can maximize your return on investment.



### REASONS TO ADVERTISE WITH SOLARUS DIGITAL CABLE ADVERTISING

*Advertising with Solarus is a great way to grow your business in Central Wisconsin.*

Solarus is a locally owned, locally operated, locally focused company that has served the community for more than 110 years. We've been around since 1896, and our organizational structure ensures that we'll always be a local company owned by many of the people we serve. Recent customer satisfaction surveys show that Solarus is highly respected in the community with very high customer loyalty.

We're growing, too, and we're doing all we can to make sure our success helps you be successful too. We've added subscribers and market share in the communities we serve, ensuring you reach your market saturation goals when you advertise with us. As of 2007, our digital cable television service is enjoyed by over 8000 households and we've achieved a 50% market share among all cabled homes – numbers which continue to grow.

### WHY CABLE?

- » Because you can choose from a variety of popular networks, including A&E, CNN, ESPN, Fox Sports Net North, Lifetime, Spike TV, Sportsman Channel, TBS, TNT, and USA.
- » Because you can target customers in a specific geographic area.
- » Because you can target specific demographic characteristics, such as age, income, occupation, or lifestyle.
- » Because you can target customers who watch specific programming, such as news, sports, documentaries, or movies.
- » Because you can reach cable audiences, which are usually more affluent, and purchase more products and services than average households.
- » Because local cable advertising on Solarus puts your commercial in unique, high-quality programming from national, regional, and local sources, including major sports events.
- » Because local cable TV advertising provides the excitement, power, and impact of television – including the combination of sight and sound, motion, and color – to dynamically display and demonstrate products, services, and locations.
- » Because local cable is the most affordable television advertising vehicle for all advertising budgets.

### WISCONSIN RAPIDS AREA POPULATION INFORMATION:

AREA POPULATION	TOTAL
· Town of Grand Rapids	7,801
· Village of Biron	915
· Lake Wazeecha Area	2,659
· City of Nekoosa	2,590
· Village of Port Edwards	1,944
· Town of Port Edwards	1,446
· Rome	574
· Town of Rudolph	1,161
· Town of Saratoga	5,383
· City of Wisconsin Rapids	18,435
<b>TOTAL:</b>	<b>42,908</b>

