



# Participation Form

**Sign up today for the smartest campaign to boost Internet Premium Packages.  
Please complete the form and fax back to the number below by July 28, 2006.**

Name \_\_\_\_\_

Title \_\_\_\_\_

System Name \_\_\_\_\_ MSO \_\_\_\_\_

# of HSI Subscribers \_\_\_\_\_ as of (date) \_\_\_\_\_

# of Premium Bundle Subscribers \_\_\_\_\_ as of (date) \_\_\_\_\_

How many Premium Bundles do you expect to gain? \_\_\_\_\_

Address \_\_\_\_\_ DMA \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Participating systems are asked to run at least 300 cross-channel taggable spots on the following targeted networks: TBS, TLC, TNT, USA Network, Lifetime, VH1, Court TV and Bravo. Spots must run between August 14, 2006 and October 15, 2006, in a two week period of your choice!

Please indicate your selected two week timeframe between August 14 – October 15

- |  |   |  |   |
|--|---|--|---|
| <input type="checkbox"/> Aug. 14 – Aug. 27 | <input type="checkbox"/> Aug. 21 – Sep. 3 | <input type="checkbox"/> Aug. 28 – Sep. 10 | <input type="checkbox"/> Sep. 4 – Sep. 17 |
| <input type="checkbox"/> Sep. 11 – Sep. 24 | <input type="checkbox"/> Sep. 18 – Oct. 1 | <input type="checkbox"/> Sep. 25 – Oct. 8  | <input type="checkbox"/> Oct. 2 – Oct. 15 |

Dollar value per cross-channel spot \_\_\_\_\_

Requirements for cross-channel customization

- Corporate logo    Bundle logo    Premium bundle offer language (e.g. one month free)

Please note your HSI promotion during this time period \_\_\_\_\_

Will you have a special 1-800 number for this promotion?    Yes    No

1-800 number (if applicable) \_\_\_\_\_

Other materials:    Direct mail    Bill insert    Web banner    CSR aids & posters

**Participation Deadline July 28, 2006**

Fax fully completed form to Synacor Marketing » Fax **(716)332-0081**

After completing this program and meeting the cross-channel recommendations, you will receive your CSR incentive of one dollar per premium bundle once your Affidavit of Participation & Summary Form is received.

