





AMC

AMC is a multi-platform network that celebrates classic movies and high-quality scripted series. Among the elite networks reaching over 94,000,000 homes, AMC defines what it means to be a classic movie network today, creating a distinctive viewing experience that celebrates all that is enduringly cool, personal and powerfully relevant about movies. AMC's comprehensive library of popular movies strikes a meaningful chord with its audience, and its critically-acclaimed slate of originals all have a cinematic quality that allow them to stand alongside some of the best movies of all time. AMC has garnered many of the industry's highest honors, including 4 Emmy awards for its original miniseries, *Broken Trail*. AMC is "The Future of Classic."

NETWORK PROGRAM FORMAT

Local Avails: 2 minutes per hour

Times: 2-one-minute floating breaks per hour, in program
Approximately 00:20 and 00:50

Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: 93.7 million
Source: Nielsen Media Research Universe Estimates, November 2007

Service Type: Basic

Satellite Feed: Dual

Launch Date: October 1994

Ownership: Rainbow Media Enterprises, Inc.

BENEFITS TO ADVERTISERS

1. AMC provides an attractive offering of movie based entertainment viewers.
2. AMC ranks significantly higher than other measured cable networks on being very much described as:

	<u>AMC</u>	<u>TBS</u>	<u>TNT</u>	<u>USA</u>	<u>FX</u>
Entertaining	59%	54%	60%	59%	58%
Valuable	27%	23%	25%	26%	23%
Family Orientated	36%	31%	30%	32%	17%
High Quality	40%	30%	35%	34%	33%
Distinctive	34%	25%	29%	31%	35%
Less Cluttered with Commercials	24%	8%	8%	7%	11%

Source: Beta Research Cable Subscriber Evaluation Study/Brand Identity of Basic Cable Networks, March 2007.



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RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54

Men: 18-49, 25-54

VIEWER PROFILE

Base: A18+ & A25-54

	A18+ Vert %	A18+ Index	A25-54 Vert%	A25-54 Index		A18+ Vert %	A18+ Index	A25-54 Vert %	A25-54 Index
IEI \$40K+	27.3%	101	39.3%	105	Census Region: Northeast	19.7%	104	19.2%	101
IEI \$50K+	19.1%	100	27.0%	102	Census Region: South	36.2%	100	36.2%	101
HHI \$75K+	34.3%	103	42.7%	106	Census Region: Midwest	23.2%	103	23.5%	105
HHI \$100K+	20.6%	103	23.1%	108	Census Region: West	20.9%	94	21.1%	93
					County Size: A	43.0%	104	45.7%	105
					County Size: B	29.5%	98	28.7%	95
					County Size: C	13.9%	96	13.4%	99
					County Size: D	13.7%	95	12.2%	95
					Marital Status: Never Married	20.5%	82	22.5%	103
					Marital Status: Now Married	59.2%	105	61.8%	98
					Marital Status: Engaged	4.0%	82	5.5%	99
					Children: Any	33.7%	82	50.9%	89
					Home Owned	74.5%	107	71.1%	104
Median Data		A18+	A25-54						
Median Age		49.9	43.5						
Median IEI		\$37,218	\$39,855						
Median HHI		\$56,166	\$67,805						
Median # of People in HH		2.9	3.6						
Median # of Adults in HH		2.6	2.6						
Median # of Children in HH		2.1	2.3						
Median of Value of Owned Home		\$203,233	\$208,104						

Source: MRI Doublebase 2007, Base: A18+ & A25-54

VIEWER LIFESTYLE

<u>Automotive</u>	<u>Index</u>	<u>Leisure Activities/Last 12 Months</u>	<u>Index</u>
Bought any vehicle with financing through GMAC	115	Leisure activities-Electric Trains	169
Bought any vehicle with financing through Ford Motor Credit	114	Participated in: backgammon	140
A manufacturer: net any vehicle: Hyundai	113	Participated in: trivia games	127
Spent on any vehicle: \$30,000-\$39,999	111	Participated in: crossword puzzles	129
Any vehicle: navigational system	111	Collecting: coins	125
		Retail/Last 30 Days	
		Prescription drugs: number of prescriptions filled: 7+	141
		Prescription drugs: amount spent out of pocket \$150+	126
		Time shopped: Radio Shack: 4+	118
		Any personal computer at home: spent: \$3,000-\$4,999	117
		Television sets: number own 4+	116
		Finance	
		Personally own: investment collections of antiques, books, stamps, etc.	151
		Personally own: corporate bonds or debentures	142
		Personally own: city/municipal or state bonds	141
		Personally own: other U.S. government bonds	137
		Personally own: insured money market account	130

Source: MRI Doublebase 2007, Base: A18+.

DAYPART VIEWING

<u>DAYPART</u>	<u>Time</u>	HH <u>Cov. Rtg.</u>	HH <u>Delivery</u>	A25-54 <u>Delivery</u>	M25-54 <u>Delivery</u>	MF Skew (18+) <u>M18+</u>	<u>F18+</u>	
Total Day	Mon-Sun	6a-6a	0.49	448	238	143	56.9%	43.1%
Primetime	Mon-Sun	8p-11p	0.86	783	469	274	56.8%	43.1%
Sales Prime	Mon-Sun	6p-1a	0.72	657	394	230	56.8%	43.2%
Weekend	Sat-Sun	8a-8p	0.78	712	334	199	55.9%	44.1%
Weekend	Sat-Sun	6a-6a	0.69	625	325	191	55.7%	44.3%

Source: Nielsen Media Research, Daypart Averages for 06/07 Season (9/25/06-9/30/07).

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PROGRAMMING

PROGRAMMING GENRES: Movies, Original Series, Scripted Series, Award Ceremonies, Entertainment, Westerns, Action, Horror, Drama, Family

VIEWER TARGETED PROGRAMMING

Please contact AMC directly for information.

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Mad Men (Season 2)

From writer and executive producer Matthew Weiner of *The Sopranos*, *Mad Men* is television's most critically acclaimed new series. Set in 1960 New York, *Mad Men* pulls the viewer into an unexpected new world - the high-powered and glamorous "Golden Age" of advertising - where everyone is selling something and nothing is ever what you expect it to be.

Breaking Bad

Meet Walter White, high school chemistry teacher. Sleepwalking through life when, boom, a terminal diagnosis changes everything. Liberates him. Empowers him to use his chemistry skills anew: to man a rolling drug lab and finance his family's future. AMC's new series *Breaking Bad: Change the Equation*.

Shootout

Peter Bart (Editor in Chief, Daily Variety) and Peter Guber (CEO, Mandalay) take on Hollywood's A-list, and host one of the most lively discussions about the business of show every week.

Shootout Festival

Shootout hits the road and goes around the globe to prestigious film festivals worldwide. Festivals include Dubai, Sundance, Berlin, South by Southwest and the Cannes Film Festival.

American Cinematheque

A tribute that puts on the glitz and glam to toast, roast and just plain celebrate an actor that has made an indelible mark on the industry and the public.

Spirit Awards

It's where Hollywood's biggest stars gather on the beach in the days before Oscar to lay back and celebrate the spirit of independent film.

DVD_TV

See Hollywood favorites in a whole new light. Featuring trivia, factoids, cast interviews and more, *DVD_TV* puts great movies in a new context.

AMC Hollywood Icon

Viewers get a deep dive into the careers and lives of film legends through some of their most acclaimed movies, packaged with rare footage, special vignettes and candid interviews from co-stars and crew.

AMC Celebrates

AMC presents the Celebrates franchise. These movies represent the timeless power of film and we honor them on their anniversary of release. Each title is presented with limited commercial interruption.

AMC Complete Collection

Hollywood loves a great franchise and so does AMC. Complete Collection takes some of the most beloved film series of all time and packages them on-air in a marathon for the true fan.

**All dates are subject to change.*

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LEADING NATIONAL ADVERTISERS

Please contact AMC directly for information.

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