

START OVER® AND CALLER ID ON TV – NO EXTRA CHARGE. AWESOME.

With tons of extras for no extra like Start Over® and Caller ID on TV, Time Warner Cable Digital Cable and Digital Phone offer you the best value as well as the best services, all on our advanced fiber network. Verizon FiOS® can't give you all that.

\$33 • Digital Phone

\$33 • Digital Cable

\$33 • Road Runner
High Speed Online

\$99/mo. for all 3

Call **1-800-TWCABLE** or visit
timewarnercable.com/bestchoice

CABLE

HIGH-SPEED ONLINE

DIGITAL PHONE



TIME WARNER CABLE

THE POWER OF YOU®

Prices exclude applicable taxes. Offer is not transferable and may not be combined with any other offer. To receive all services, Digital Cable and lease of an HD or digital set-top box are required. Some services are not available to Cable Card customers. HDTV set required for HD service. All services and channels may not be available in all areas. Start Over® is available on select shows from participating networks. Digital Phone and Digital Cable required for Caller ID on TV. Digital Phone does not include back-up power and, as in the case with an electric-powered home cordless phone, should there be a power outage, Digital Phone may not be available. Additional charges apply for taxes, fees, Directory Assistance, Operator Services and calls to international locations. Offer valid for residential customers in Digital Phone serviceable areas. Residential use only. Dial-up speed comparisons are based on Road Runner's standard maximum download speed of 5.0 Mbps versus the average of a 28k and 56k modem's maximum download speeds. Up to 10.0 Mbps is based on the speed from the local facility to your cable modem. Actual speeds may vary. Not available in all areas. Road Runner reserves the right to discontinue any feature or offer at any time. Not all Road Runner products and services are available to customers using the Microsoft® Windows Vista™ operating system. To receive all services, Road Runner is required. Subject to change without notice. Some restrictions apply. TM & © Warner Bros. Entertainment Inc. 2009. TM & © 2009 Time Warner Cable, Inc. All Rights Reserved. All other trademarks are the property of their respective owners.

Verizon FiOS (non-subscriber)

Direct Job No.: **903RW004313** SAP No.: **TWC.TWCBRD.09022.H.011**

Description: **Postcard 2 Verizon FiOS**

This mechanical prepared by: **Ogilvy & Mather**

Form: **Other** Color: **4/4**

Bleed: **6.25" x 4.5"** Trim: **6" x 4.25"** Safety: **None**

Scale: **1:1** Actual Trim: **Same as Trim** Gutter: **None**

Creative Director: **None** Art Director: **D. Noval** Copywriter: **None**

Account Exec: **N Schuman** Print Producer: **Terri Dannenberg** Traffic: **Kenny Ng**

Engraver: **None**

REDWORKSNEWYORK Filename: **TWC_BRD_09022_H_011_PC2_11.indd**

**COLLECTED
SPELL CHECK**



APPROVALS

INITIALS DATE

STUDIO MANAGER	_____	_____	<input type="checkbox"/> FR
PROOFREADING	_____	_____	<input type="checkbox"/> CO
TYPE DIRECTOR	_____	_____	
ART DIRECTOR	_____	_____	
CREATIVE DIRECTOR	_____	_____	
COPY WRITER	_____	_____	
ACCOUNT EXEC	_____	_____	
PRODUCTION	_____	_____	
TRAFFIC	_____	_____	
CLIENT	_____	_____	

Document Path: **Macintosh HD:Users:kenmontgomery:WORK:MONday:TWC_BRD_09022_H_011_PC2_11.indd** Created: **5-4-2009 12:38 PM**

Client: **Time Warner** Proof: **3** Galley: **1** Current Date: **5-4-2009 6:55 PM** Operator: **lb**

Output: **Collect to Transfer, Fiery PDF** Keywords: **None** Print Scale: **None** Fonts: **Folio BT, Folio, DIN Cond**

Swatches: **C=100 M=0 Y=0 K=0, C=0 M=100 Y=91 K=0, C=10 M=0 Y=0 K=15, PMS 286C - TWC 4/C mix, PMS 158C - TWC 4/C mix, PMS 7490C - TWC 4/C mix, PMS 273C - TWC 4/C Mix, Cool Gray 9C - TWC 4/C mix** Images: **TWC_CMYK_TagVertical_white_reg.eps, CompetencyBar_CMYK1.eps**



1900 Blue Crest Lane, San Antonio, TX 78247



**Act now:
3 great products, 1 great price.**

Verizon FiOS (non-subscriber)

Direct Job No.: **903RW004313** SAP No.: **TWC.TWCBRD.09022.H.011**
Description: **Postcard 2 Verizon FiOS**

This mechanical prepared by: **Ogilvy & Mather**

Form: **Other** Color: **4/4**

Bleed: **6.25" x 4.5"** Trim: **6" x 4.25"** Safety: **None**

Scale: **1:1** Actual Trim: **Same as Trim** Gutter: **None**

Creative Director: **None** Art Director: **D. Noval** Copywriter: **None**

Account Exec: **N Schuman** Print Producer: **Terri Dannenberg** Traffic: **Kenny Ng**

Engraver: **None**

REDWORKSNEWYORK Filename: **TWC_BRD_09022_H_011_PC2_11.indd**

**COLLECTED
SPELL CHECK**



APPROVALS

	INITIALS	DATE	<input type="checkbox"/> FR	<input type="checkbox"/> CO
STUDIO MANAGER	_____	_____		
PROOFREADING	_____	_____		
TYPE DIRECTOR	_____	_____		
ART DIRECTOR	_____	_____		
CREATIVE DIRECTOR	_____	_____		
COPY WRITER	_____	_____		
ACCOUNT EXEC	_____	_____		
PRODUCTION	_____	_____		
TRAFFIC	_____	_____		
CLIENT	_____	_____		

Document Path: **Macintosh HD:Users:kenmontgomery:WORK:MONday:TWC_BRD_09022_H_011_PC2_11.indd** Created: **5-4-2009 12:38 PM**

Client: **Time Warner** Proof: **3** Galley: **2** Current Date: **5-4-2009 6:55 PM** Operator: **lb**

Output: **Collect to Transfer, Fiery PDF** Keywords: **None** Print Scale: **None** Fonts: **Folio BT, Folio, DIN, DIN Cond**

Swatches: **C=100 M=0 Y=0 K=0, C=0 M=100 Y=91 K=0, C=10 M=0 Y=0 K=15, PMS 286C - TWC 4/C mix, PMS 158C - TWC 4/C mix, PMS 7490C - TWC 4/C mix, PMS 273C - TWC 4/C Mix, Cool Gray 9C - TWC 4/C mix** Images: **TWC_CMYK_TagVertical_2c_reg.eps**

 **TIME WARNER CABLE**
THE POWER OF YOU®

123 Anywhere Rd.
Anytown, USA 12345

FPO

John Q. Sample
123 Anystreet
Anytown, USA 12345

GET FEATURES LIKE START OVER,[®]
CALLER ID ON TV AND POWERBOOST™
FOR NO EXTRA COST.
DETAILS INSIDE.

#10 Env. 9.5 x 4.125

Verizon FiOS

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SPELL CHECK _____

Document Path: Macintosh HD:Users:lindabross:Desktop:5_1:TWC_BRD_09022_H_011_AD_1W.indd Created: 4-21-2009 10:36 PM

Client: Time Warner Proof: 2 Galley: 1 Current Date: 5-1-2009 4:45 PM Operator: lb

Output: Collect to Transfer, Fiery, PDF Keywords: None Print Scale: 100% Fonts: DIN, Folio BT

Swatches: CMYK, Die Cut Red Images: TWC_CMYK_TagVertical_white_reg.eps, 4-1_8 x 9-1_2 Flap1-1_2 OE template2.eps

Direct Job No.: 903RW004313P SAP No.: TWC.TWCBRD.09022.H.011
Description: OE 3 #10 -4.125 x 9 1/2

This mechanical prepared by: Ogilvy & Mather

Form: Other Color: 4/4

Bleed: None Trim: 13" x 12" Safety: None

Scale: 1:1 Actual Trim: Same as Trim Gutter: None

Creative Director: None Art Director: D. Noval Copywriter: None

Account Exec: N Schuman Print Producer: Terri Dannenberg Traffic: Kenny Ng
Engraver: Verizon

REDWORKSNEWYORK Filename: TWC_BRD_09022_H_011_AD_1W.indd



APPROVALS

	INITIALS	DATE	FR	CO
STUDIO MANAGER	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
PROOFREADING	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
TYPE DIRECTOR	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
ART DIRECTOR	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
CREATIVE DIRECTOR	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
COPY WRITER	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
ACCOUNT EXEC	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCTION	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
TRAFFIC	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
CLIENT	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>



**Start Over®, Caller ID on TV and PowerBoost™:
No extra cost. Tons of extra value.**

John Johnson
865 Nowhere Lane
Nowhereville, OT 00998

Dear Sample A. Sample,

It has happened to all of us. You're flipping channels, you find a show you're interested in, but it's already half over.

Not a problem.

With Time Warner Cable Digital Cable, you now have the option of Start Over®, which lets you go back to the beginning of your show so you won't miss a single moment. Pretty cool, huh?

Nobody provides you with more extras than Time Warner Cable – not even Verizon FiOS®

Start Over® is just one example of the many extras you get with Time Warner Cable Digital Cable at no extra cost. We invite you to check out all the amazing fee-free features, like Caller ID on TV that comes with Digital Cable and Digital Phone, and PowerBoost™ with Road Runner for an extra burst of speed for downloads. Then see how Verizon FiOS® stacks up. We think you'll see where the real value is.

Value on top of value.

These days, getting the most for your money is more important than ever. That's why, when you order all three services from Time Warner Cable, you maximize every dollar.

- \$33 – Digital Phone**
- \$33 – Digital Cable**
- \$33 – Road Runner High Speed Online**
- That's \$99/mo. for all three**

It all adds up to a great deal on three great services plus a bunch of extras for no extra cost, on our advanced fiber network. So order today. Call 1-800-TWCABLE or visit timewarnercable.com/bestchoice and start getting the most for your money.

Sincerely,

XXXXXX XXXXXX
Senior Vice President
Time Warner Cable

P.S. Start Over®, Caller ID on TV, and PowerBoost™ are all yours at no extra cost. Call today.

Prices exclude applicable taxes. Offer is not transferable and may not be combined with any other offer. To receive all services, Digital Cable and lease of an HD or digital set-top box are required. Some services are not available to Cable Card customers. HDTV set required for HD service. All services and channels may not be available in all areas. Start Over® is available on select shows from participating networks. Digital Phone and Digital Cable required for Caller ID on TV. Digital Phone does not include back-up power and, as in the case with an electric-powered home cordless phone, should there be a power outage, Digital Phone may not be available. Additional charges apply for taxes, fees, Directory Assistance, Operator Services and calls to International locations. Offer valid for residential customers in Digital Phone serviceable areas. Residential use only. Road Runner High Speed Online with PowerBoost™ provides a burst of download speed when excess capacity is available above the customer's provisioned download speeds for the first 10 MB of a file. It then reverts to your provisioned speed for the remainder of the download. Dial-up speed comparisons are based on Road Runner's standard maximum download speed of 5.0 Mbps versus the average of a 28k and 56k modem's maximum download speeds. Up to 10.0 Mbps is based on the speed from the local facility to your cable modem. Actual speeds may vary. Not available in all areas. Road Runner reserves the right to discontinue any feature or offer at any time. Not all Road Runner products and services are available to customers using the Microsoft® Windows Vista™ operating system. To receive all services, Road Runner is required. Subject to change without notice. Some restrictions apply. TM & © Warner Bros. Entertainment Inc. 2009. TM & © 2009 Time Warner Cable, Inc. All Rights Reserved. All other trademarks are the property of their respective owners.



Direct Job No.: **None** SAP No.: **TWC.TWCBRD.09022.H.011**
Description: **Letter 6**
This mechanical prepared by: **Ogilvy & Mather**
Form: **Other** Color: **4/4**
Bleed: **8.75" x 11.25"** Trim: **8.5" x 11"** Safety: **None**
Scale: **1:1** Actual Trim: **Same as Trim** Gutter: **0" x 0"**
Creative Director: **None** Art Director: **D. Noval** Copywriter: **None**
Account Exec: **N Schuman** Print Producer: **Terri Dannenberg** Traffic: **Kenny Ng**
Engraver: **None**
REDWORKSNEWYORK Filename: **TWC_BRD_09022_H_011_AD_1Y.indd**

APPROVALS		INITIALS	DATE	
STUDIO MANAGER	_____	_____	_____	<input type="checkbox"/> FR
PROOFREADING	_____	_____	_____	<input type="checkbox"/> CO
TYPE DIRECTOR	_____	_____	_____	
ART DIRECTOR	_____	_____	_____	
CREATIVE DIRECTOR	_____	_____	_____	
COPY WRITER	_____	_____	_____	
ACCOUNT EXEC	_____	_____	_____	
PRODUCTION	_____	_____	_____	
TRAFFIC	_____	_____	_____	
CLIENT	_____	_____	_____	

**Verizon FiOS
Letter
(Non-subscriber)**

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SPELL CHECK _____**

**Need
Color Break Info**