

We have the

UNDIVIDED ATTENTION

*of millions of teenagers
for 12 minutes a day*

[THAT MIGHT BE A WORLD RECORD]

8.1 million teenagers in classrooms nationwide watch Channel One's award-winning daily news program. And since they're not channel surfing, talking on the phone or getting snacks from the kitchen, they're tuning in to the world and to you. To reach the largest teen audience around, call (212) 508-6800.

A PRIMEDIA Company



Channel One Network[®]

WHERE TEENS GET WHAT'S GOING ON[™]

The above ad appeared in the May 11, 1998 issue of *Advertising Age*. Channel One is a 12-minute news program broadcast daily to 7.8 million students in 12,000 US schools. Channel One describes itself as a "free" service, while selling four, 30-second spots per show at \$200,000 each, to Nike, Nintendo, Pepsi and Burger King.