
MARKETERS TREAD CAREFULLY WITH COMING ANNIVERSARY OF 9/11



With the rapidly approaching 10th anniversary of the September 11 attacks, Commemorative TV shows and programming are slowly invading the airwaves. That has some cable companies worried. During the tragic attacks on New York, advertisers lost an estimated \$313 million covering the attacks. So, now the programmers are going to start making money off the programming about Sept. 11. You will see more commercials and more breaks for advertisers in order to maintain profits for the cable company owners, which air the advertisements.

Read this article here:

[Marketers Tread Carefully Into Sept. 11 Anniversary](#)

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