

Signals in the Static: **Google** turns 10. **Microsoft Windows** turns 25. **Mark McGuire** turns 46. **Pam Dawber** turns 57. **Joni Mitchell** turns 65. **Tuesday Weld** turns 65. **Chubby Checker** turns 67. Died: **Zima** malt beverage, 15; **Levi Stubbs**, 72, lead singer for The Four Tops; **Neal Hefti**, 85, composer of TV's *Batman* theme song; **Lou Dorfsman**, 90, groundbreaking design director for CBS.

TV Guide is sold to a private equity firm for \$1, less than the cover price of a single issue. In 1988, it was the crown jewel of Triangle Publications bought by Rupert Murdoch for \$3 billion. **U.S. News & World Report** switches from weekly to monthly. This year, **Adweek** reduced its frequency from 47 to 36 issues per year, while **CosmoGirl**, **Quick & Simple**, **Home**, and **Golf For Women** have all closed. The **NFL** is showing their Sunday night football game both on **NBC** (traditional play-by-play broadcast) and online (traditional broadcast plus four other camera angles). **Pole Positioning** sells ad space on stripper poles.

For the first time in 233 years, the **US Army** licenses its official insignias, as this month **Sears** introduces a line of "**Big Red One**" clothing. **Burger King** will launch branded clothing and greeting cards. Miami's **Mondrian** hotel will supply TiVo devices in all rooms next month. **Pizza Hut** offers **eGift Cards** that can be purchased, shared, and redeemed entirely online. **Reebok's ATR Talkin' Crazy** is a lightweight basketball shoe sold with a marker that allows wearers to write a message on them for one game, erase it, and write a new message for the next. **Chrysler** will offer Wi-Fi connectivity in its 2009 models (\$495). **Infiniti** will launch its 2009 G convertible exclusively through the **Bloomingdales'** Christmas catalog. **McDonald's** replaces its double cheeseburger (\$1) with the **McDouble**, which has only one slice of cheese. The price of the double cheeseburger, with two

slices of cheese, rises to \$1.19. **Disney** will introduce **Tiana**, the first African-American princess character, in next year's *Princess and the Frog*.

Marketing Jargon: Heard at a recent advertising conference: "forward predict," "stakeholder engagement," "single-point accountability," "tailored solutions," "enablement experience," and "relevant touch points."

Gourmet Babies: Pomme Bébé, a restaurant in Newport Beach, Ca., serves only organic baby and toddler meals prepared fresh in its on-site kitchen. It features seasonal recipes developed by five-star chef Laurent Brazier. Fall flavors include Apple Cranberry Puree, Chicken Pot Pie Blend, and Autumn Stew (\$3.25/4 oz). Babies can sample items for free at its Tasting Bar.

Aging Households: The average U.S. head of household is 49.5 years old. More than 80% of the growth in the number of households in the next five years will be headed by people 55 and older. During the next five years, aging boomers will add more than 1 million customers *per year* to the 65+ segment. The nation's biggest spending households, those headed by people 35-44, will fall 4% and the 45-54 group will fall 1%. *Ad Age*.



Spirit Airlines' first on-board advertiser is the Bahamas Ministry of Tourism. Ads are placed on boarding passes, overhead bins, seat backs, tray tables, napkins, cups, drink carts and window shades.