



## MULTI-SCREEN ADVERTISING

### DENVER

#### MARKET SNAPSHOT

Colorado provides an effective marketing solutions to advertisers. Not only is the Denver market the 17<sup>th</sup> television market in the U.S. with over a million households, it also gives companies access to over 54 networks and 27 zones to target their audience and deliver their message. Comcast Spotlight Denver with its partnership with DirecTV and DISH also gives advertisers unique access to satellite customers on top networks. Capture the excitement of engaged viewers through sports. Colorado is the place to do it, as the state can boast to be one of the only ones representing six major Sports franchises - Denver Broncos, Colorado Avalanche, Denver Nuggets, Colorado Rockies, Colorado Rapids and Colorado Mammoth.

#### HIGHLIGHTS

Being over a mile high, the elevation lends itself to beautiful terrain and some of the top companies like Ball Corporation, Budget Truck Rental, Celestial Seasonings, Coors Brewing Company, Chipotle, DaVita, Vail Resorts, Crocs, Samsonite, Sports Authority, GoFast, United Air Force Academy and United Way. Denver as the epicenter of the world and home to the largest airport, it is a great location for companies to attract companies and customers from around the world.

#### DEMOGRAPHICS



##### Age:

18 – 34	31.5%
35- 54	35.9%
55 +	32.6%



##### Gender:

Male	49.8%
Female	50.2%



##### Race/Ethnicity

White	73.2%
Black/African American	4.5%
Asian	2.2%
Hispanic	17.8%



##### Education:

Some College (No Degree)	32%
College Graduate	19.8%
Some Post Graduate+	15.2%



##### Marital Status:

Married	56.1%
Single/Divorced/Widowed	43.9%



##### Children in the House:

No Children	63.4%
1+ Children	36.6%



##### Household Income:

\$25,000-\$49,000	31.5%
\$50,000-\$74,999	17.2%
\$75,000-\$99,999	14.9%
\$100,000+	22.9%



##### Home Ownership:

Own	68.1%
Rent	30.1%



##### Home Market Value:

Less than \$350,000	46.8%
\$350,000+	21.3%

Source: Nielsen Scarborough Denver, CO, DMA, Release 1, 2015, Adults 18+.

For more information please visit [www.ComcastSpotlight.com](http://www.ComcastSpotlight.com)

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### FEATURED SERVICES FOR THE MARKET

- Automotive Team to give insight on the category on ways to maximize your zone
- Creative Services to help develop or promote your message and branding
- Digital Team to enhance your online advertising solutions
- Marketing Department to foster ideas and execute solutions to drive results
- Research Department to provide information to help guide your advertising
- Sports Team to ensure you are part of the game and the energy surrounding Sports
- Satellite Advertising on DirecTV and DISH
- Partnerships with other clients to expand your reach

### CONTACT INFORMATION

For more information please contact:

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For more information please visit [www.ComcastSpotlight.com](http://www.ComcastSpotlight.com)

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