



MULTI-SCREEN ADVERTISING

FLINT

MARKET SNAPSHOT

Comcast Spotlight Flint provides video-based advertising solutions for local, regional and national advertisers. Our technology and trusted partnerships allow us to distribute your message to cable and telco households across TV, online and mobile devices in the Flint DMA.

HIGHLIGHTS

- Number 70 DMA
- 46 insertable networks
- 5 TV and digital zones
- African American DMA Rank: 73
- Hispanic DMA rank: 106

DEMOGRAPHICS



Age:

18-34	22%
18-49	41%
25-54	38%
35+	56%
55+	29%



Marital Status:

Married	38%
Never Married	26%
Divorced	10%



Gender:

Male	49%
Female	51%



Home Ownership:

Homeowners	62%
Renters	22%
Others	15%



Household Income:

<\$25,000	29%
\$25k - \$49k	29%
\$50k - \$75k	19%
\$75k - \$99k	11%
\$100k - \$150k	9%
\$150k - \$200k	2%
\$200,000+	2%



Education:

High School Diploma	21%
Some College/No Degree	17%
Associates Degree	6%
Bachelor's Degree	8%
Prof./Grad/Mast Degree	4%



Ethnicity:

White	84%
Black	11%
Other	1%
Asian	1%
Hispanic	4%
Non-Hispanic	96%



Employment:

Employed	40%
Unemployed	6%



Automotive:

No Vehicle	7%
1 Vehicle	30%
2 Vehicles	32%
3 Vehicles	11%

For more information please visit www.ComcastSpotlight.com

COMCAST
SPOTLIGHT®



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REPRESENTING ADVERTISING FOR

Spectrum
REACH

AT&T U-verse

xfinity

FEATURED SERVICES

- Demographic targeting on TV and digital platforms
- Geographic targeting by zone
- Premium TV programming and digital video pre-roll
- Creative services for ad production
- Customized, local research
- Interactive TV capabilities
- Long-form Video On Demand
- Auto targeting
- Campaign-extending promotional opportunities
- Exclusive local team sports coverage including NFL, NHL, MLB, NBA and NCAA

CONTACT INFORMATION

For more information please contact:

1-888-877-9799

For more information please visit www.ComcastSpotlight.com

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