



## MULTI-SCREEN ADVERTISING

Jackson, MS

### JACKSON MARKET SNAPSHOT

Comcast Spotlight is the advertising sales division of Comcast Cable. We provide our advertisers with innovative and diverse advertising options that reach target consumers and deliver excellent results. As you plan to market your business, think about where most of your customers live, work & shop. In Jackson, Mississippi, Comcast Spotlight covers the areas offering the best return on your advertising investment.

### HIGHLIGHTS

Whether you need to reach across the entire Jackson, MS television market, or focus on any combination of up to 12 community focused zones, our team is ready to drive your business. We offer solutions across screens, reaching viewers where they consume media.

### DEMOGRAPHIC



#### Age:

18-34%	<b>23%</b>
18-49%	<b>42%</b>
25-54%	<b>40%</b>



#### Marital Status:

Married	<b>32%</b>
Never Married	<b>27%</b>
Divorced	<b>9%</b>



#### Household Income:

<\$25,000	<b>33%</b>
\$25,00-\$49,999	<b>26%</b>
\$50,000-\$74,999	<b>16%</b>
\$75,000-\$99,999	<b>10%</b>
\$100,00-\$149,999	<b>9%</b>
\$150,000-\$199,999	<b>3%</b>
\$200,000 +	<b>3%</b>



#### Gender:

Male	<b>48%</b>
Female	<b>52%</b>



#### Education:

GED	<b>3%</b>
High School	<b>15%</b>
Some College	<b>14%</b>
Associate's Degree	<b>5%</b>
Bachelor's Degree	<b>10%</b>
Graduate Degree	<b>6%</b>



#### Home Ownership:

Own	<b>59%</b>
Rent	<b>26%</b>



#### Ethnicity:

White	<b>49%</b>
Black	<b>49%</b>
Asian	<b>1%</b>
Hispanic	<b>2%</b>
Other	<b>1%</b>



#### # Vehicles per Household:

0 Vehicles	<b>6%</b>
1 Vehicle	<b>30%</b>
2 vehicle	<b>32%</b>
3+ vehicle	<b>18%</b>

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

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### FEATURED SERVICES FOR THE

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

### 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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