



# MULTI-SCREEN ADVERTISING

## LAFAYETTE

### MARKET SNAPSHOT

Comcast Spotlight Lafayette serves Benton and Tippecanoe counties by providing video-based advertising solutions for local, regional and national advertisers. Our technology and trusted partnerships allow us to distribute your message to over 37,000 cable households through multiple screens.

- No. 187 DMA
- 37,900 cable, telco & satellite households
- 56% market penetration
- 96% coverage of wired cable households
- 40+ insertable networks
- TV and digital zones

### DEMOGRAPHICS



#### Age:

18-34	<b>38%</b>
18-49	<b>41%</b>
25-54	<b>36%</b>
35+	<b>42%</b>
55+	<b>60%</b>



#### Marital Status\*:

Married	<b>34%</b>
Never Married	<b>34%</b>
Divorced	<b>8%</b>



#### Gender:

Male	<b>51%</b>
Female	<b>49%</b>



#### Education\*\*:

High School Diploma	<b>14%</b>
College, No Degree	<b>11%</b>
Associate's Degree	<b>4%</b>
Bachelor's Degree	<b>11%</b>
Prof./Graduate Degree	<b>8%</b>



#### Home Ownership:

Owned	<b>51%</b>
Rented	<b>42%</b>
Other	<b>7%</b>



#### Automotive:

No Vehicle	<b>6%</b>
1 Vehicle	<b>32%</b>
2 Vehicles	<b>37%</b>
3 Vehicles	<b>12%</b>



#### HH Income:

<\$25,000	<b>29%</b>
\$25k-\$49k	<b>26%</b>
\$50k-\$74k	<b>18%</b>
\$75k-\$99k	<b>11%</b>
\$100k-\$149k	<b>11%</b>
\$150k-\$199k	<b>3%</b>
\$200,000+	<b>3%</b>



#### Ethnicity:

White	<b>86%</b>
Black	<b>4%</b>
Other	<b>1%</b>
Asian	<b>8%</b>
Hispanic	<b>8%</b>
Non-Hispanic	<b>92%</b>

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



Sources: The Nielsen Company, July 2015 DMA Quarterly UEs, Hispanic Media Related UEs and Black/African American Media Related UEs. CableTrack, Q3 2015. 2014 American Community Survey, United States Census Bureau. Added to Rhiza for Media: 2015-09-03. Lafayette, IN. \*Based on Adults of legal marrying age only; \*\*Based on Adults 25+.



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#### FEATURED SERVICES FOR THE MARKET

- 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, NBA and NCAA

#### CONTACT INFORMATION

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