



MULTI-SCREEN ADVERTISING

PORTLAND

MARKET SNAPSHOT

Portland is a city where people come to stay, some for the bustling city streets, others for quiet outdoor escapes. In the Rose City you will find plenty of coffeehouses, brewpubs, art galleries, bike routes, dog parks – and friendly people. To reach consumers in the Portland metro area, Comcast Spotlight offers four targeted advertising zones.


HIGHLIGHTS


23rd television market in US
 Ability to reach **813,124** homes
 Penetration: **71%**
 Number of Networks: **54**
 Number of zones: **17**


Sporting Teams:
 University of Oregon
 Oregon State University
 Portland Trailblazers
 Portland Timbers
 Seattle Mariners
 Seattle Seahawks


Major Companies with Oregon Operations
 Nike
 Fred Meyer
 Umpqua Bank
 Les Schwab
 Integra Telecom
 Pendleton Woolen Mills


DEMOGRAPHICS


 **Age:**
 18 – 34 **29.3%**
 35- 54 **34.9%**
 55 + **35.8%**


 **Gender:**
 Male **49%**
 Female **51%**


 **Race/Ethnicity**
 White **81.9%**
 Black/African American **2.4%**
 Asian **2.1%**
 Hispanic **9.9%**

 **Education:**
 Some College (No Degree) **35.8%**
 College Graduate **17.1%**
 Some Post Graduate+ **10.6%**

 **Marital Status:**
 Married **54.6%**
 Single/Divorced/Widowed **45.4%**

 **Children in the House:**
 No Children **64.3%**
 1+ Children **35.7%**

 **Household Income:**
 \$25,000-\$49,000 **28.4%**
 \$50,000-\$74,999 **18.9%**
 \$75,000-\$99,999 **16.5%**
 \$100,000+ **20.4%**

 **Home Ownership:**
 Own **65.4%**
 Rent **31.1%**

 **Home Market Value:**
 Less than \$350,000 **47.2%**
 \$350,000+ **18.2%**

Source: Nielsen Scarborough Portland, OR, DMA, Release 1, 2015, Adults 18+.

For more information please visit www.ComcastSpotlight.com

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SPOTLIGHT



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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 sports coverage including NFL, NHL, MLB, NBA and NCAA

CONTACT INFORMATION

For more information please contact:

Comcast Spotlight

2000 SW 1st Ave., Ste. 200
Portland OR, 97201
(503) 535.6106

Sales Contacts

Al Wiegert – Director of Local Sales
Al_Wiegert@cable.comcast.com

Scott Craig – National Sales Manager
Scott_Craig@cable.comcast.com

For more information please visit www.ComcastSpotlight.com

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