MULTI-SCREEN ADVERTISING

SALISBURY

MARKET SNAPSHOT

Comcast Spotlight Salisbury is the advertising sales division of Comcast Cable, helping local, regional and national advertisers efficiently and effectively. At Comcast Spotlight , we offer video-based multi-screen advertising solutions that provide you with delivery of your message to consumers everywhere, targeted both geographically and demographically. We offer premiere programming, advanced targeting tools and interactive marketing opportunities all designed to help you reach your target audience. Our mission is to take what can be complex about local and multi-market advertising and make it simple. We've made it easy to pinpoint the right audience and deliver the right message at the right time.

HIGHLIGHTS

- No. 143 DMA
- 106,000 Market Wired Cable TV HHs
- 87,230 Interconnect Households
- 82% coverage of Wired Cable HHs
- 45+ insertable networks
- 100% digital coverage
- African American DMA rank – 92
- Hispanic DMA rank – 139

DEMOGRAPHICS

Age:

18 – 34	**26.1%**
25 – 54	**43.7%**
35+	**73.9%**
55+	**44.5%**

Marital Status:

Never Married	**19.5%**
Married	**52.5%**

Household Income:

<$30K	**28.0%**
$30K - $49K	**17.0%**
$50K - $74K	**19.0%**
$75K - $99K	**18.1%**
$100K+	**18.0%**

Gender:

Male	**48.2%**
Female	**51.8%**

Education:

HS Grad	**39.8%**
College, No Degree	**19.9%**
College Grad +	**30.6%**

Home Ownership:

Homeowners	**74.9%**
Renters	**21.2%**
Others	**3.9%**

Children in the House:

None	**64.2%**
1+	**35.8%**

Race & Ethnicity:

White	**80.0%**
Black	**17.3%**
Asian	**0.7%**
Hispanic	**2.0%**

Employment:

Employed	**58.3%**
Not Employed	**41.7%**

Vehicles Owned:

None	**11.0%**
1	**19.0%**
2	**37.7%**
3+	**32.4%**

For more information please visit www.ComcastSpotlight.com

COMCAST SPOTLIGHT

Sources: The Nielsen Company, 2015, Local TV Market UEs, Hispanic Media Related UEs and Black/African American Media Related UEs. Salisbury, MD-Syndicated Mosaic, Mr15-Jn15, Scarborough, Adults 18+

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FEATURED SERVICES

- Demographic targeting on TV and digital platforms
- Geographic targeting by zone
- Premium TV programming and digital pre-roll
- Interactive TV capabilities
- Creative services for ad production
- Customized, local research
- Marketing promotional opportunities
- High visibility team sports coverage including NFL, NHL, MLB, NBA and NCAA

CONTACT US TODAY

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