

MULTI-SCREEN ADVERTISING

SARASOTA

MARKET SNAPSHOT

Comcast Spotlight serves the Tampa-St. Pete (Sarasota) market by providing video-based advertising solutions for local and regional advertisers. Our technology and trusted partnerships allow us to distribute your message to over 200K cable households through TV, online and mobile devices.

- 201K pay TV households
- 76% Sarasota-county penetration
- 50+ insertable networks
- Over 10 TV and digital zones
- Hispanic DMA rank – 20
- African American DMA rank – 18

DEMOGRAPHICS



Age:

18-34	20%
18-49	40%
25-54	39%
35+	80%
55+	51%



Marital Status:

Married	54%
Never Married	22%
Divorced	11%



Gender:

Male	50%
Female	50%



Education:

High School Diploma	39%
College, No Degree	32%
Bachelor's Degree	11%
Prof./Graduate Degree	8%



Home Ownership:

Homeowners	71%
Renters	24%
Other	5%



Automotive:

No Vehicle	8%
1 Vehicle	34%
2 Vehicles	41%
3 Vehicles	12%



Household Income:

<\$25K	15%
\$25k-\$49K	44%
\$50k-\$75K	17%
\$75k-\$99K	11%
\$100k-\$150K	8%
\$150k-\$249K	3%
\$250K+	3%



Ethnicity:

White	89%
Black	7%
Other	1%
Asian	3%
Hispanic	10%
Non-Hispanic	90%

For more information please visit www.ComcastSpotlight.com

COMCAST
SPOTLIGHT®



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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
- Ability to place your commercial in the most live sports coverage, including NFL, NBA, MLB, NHL and NCAA games

CONTACT US TODAY

For more information please contact:

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