



MULTI-SCREEN ADVERTISING

WHEELING









MARKET SNAPSHOT

Comcast Spotlight Wheeling serves the nation's 157th largest market 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 74,000 cable, households through TV, online and mobile devices.

HIGHLIGHTS

- No. 157 DMA
- 74,000 cable households
- 30+ insertable networks
- 37% population of Adults 25-54
- 41% of households have \$50k+ income
- 64% of homes are owned

DEMOGRAPHICS

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-----------------|------------|----------------------|------------|-------------------|------------|---|---------------|---|-----------|------------|-----------|--|--|----------------------|------------|---------------------|------------|----------------------|------------|----------------------|------------|----------------------|-----------|-----------------------|-----------|
| <p> Age:</p> <table border="0"> <tr><td>18-34</td><td>19%</td></tr> <tr><td>18-49</td><td>38%</td></tr> <tr><td>25-54</td><td>37%</td></tr> <tr><td>55+</td><td>34%</td></tr> </table> | 18-34 | 19% | 18-49 | 38% | 25-54 | 37% | 55+ | 34% | <p> Gender:</p> <table border="0"> <tr><td>Male</td><td>49%</td></tr> <tr><td>Female</td><td>51%</td></tr> </table> | Male | 49% | Female | 51% | <p> Children in the House:</p> <table border="0"> <tr><td>HH w/ children</td><td>26%</td></tr> <tr><td>HH w/o children</td><td>74%</td></tr> </table> | HH w/ children | 26% | HH w/o children | 74% | | | | | | | | |
| 18-34 | 19% | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18-49 | 38% | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25-54 | 37% | | | | | | | | | | | | | | | | | | | | | | | | | |
| 55+ | 34% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Male | 49% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Female | 51% | | | | | | | | | | | | | | | | | | | | | | | | | |
| HH w/ children | 26% | | | | | | | | | | | | | | | | | | | | | | | | | |
| HH w/o children | 74% | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p> Education:</p> <table border="0"> <tr><td>High School/GED</td><td>32%</td></tr> <tr><td>Associates/Bachelors</td><td>14%</td></tr> <tr><td>Masters/Doctorate</td><td>3%</td></tr> </table> | High School/GED | 32% | Associates/Bachelors | 14% | Masters/Doctorate | 3% | <p> Marital Status:</p> <table border="0"> <tr><td>Never Married</td><td>22%</td></tr> <tr><td>Married</td><td>42%</td></tr> <tr><td>Divorced</td><td>10%</td></tr> </table> | Never Married | 22% | Married | 42% | Divorced | 10% | <p> Automotive:</p> <table border="0"> <tr><td>No vehicle available</td><td>7%</td></tr> <tr><td>1 vehicle available</td><td>30%</td></tr> <tr><td>2 vehicles available</td><td>32%</td></tr> <tr><td>3 vehicles available</td><td>12%</td></tr> <tr><td>4 vehicles available</td><td>4%</td></tr> <tr><td>5+ vehicles available</td><td>2%</td></tr> </table> | No vehicle available | 7% | 1 vehicle available | 30% | 2 vehicles available | 32% | 3 vehicles available | 12% | 4 vehicles available | 4% | 5+ vehicles available | 2% |
| High School/GED | 32% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Associates/Bachelors | 14% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Masters/Doctorate | 3% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Never Married | 22% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Married | 42% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Divorced | 10% | | | | | | | | | | | | | | | | | | | | | | | | | |
| No vehicle available | 7% | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 vehicle available | 30% | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 vehicles available | 32% | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 vehicles available | 12% | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 vehicles available | 4% | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5+ vehicles available | 2% | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p> Household Income:</p> <table border="0"> <tr><td><\$25k</td><td>30%</td></tr> <tr><td>\$25k - \$50k</td><td>29%</td></tr> <tr><td>\$50k - \$75k</td><td>18%</td></tr> <tr><td>\$75k - \$100k</td><td>11%</td></tr> <tr><td>\$100k - \$150k</td><td>8%</td></tr> <tr><td>\$150k+</td><td>4%</td></tr> </table> | <\$25k | 30% | \$25k - \$50k | 29% | \$50k - \$75k | 18% | \$75k - \$100k | 11% | \$100k - \$150k | 8% | \$150k+ | 4% | <p> Home Ownership:</p> <table border="0"> <tr><td>Owned</td><td>65%</td></tr> <tr><td>Rented</td><td>22%</td></tr> </table> | Owned | 65% | Rented | 22% | | | | | | | | | |
| <\$25k | 30% | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$25k - \$50k | 29% | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$50k - \$75k | 18% | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$75k - \$100k | 11% | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$100k - \$150k | 8% | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$150k+ | 4% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Owned | 65% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rented | 22% | | | | | | | | | | | | | | | | | | | | | | | | | |



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WHEELING

FEATURED SERVICES FOR THE MARKET

- Demographic targeting on TV and digital platforms
- Geographic targeting by zone
- Premium TV programming and digital video pre-roll
- Customized, local research
- Interactive TV capabilities
- Long form video On Demand
- Auto targeting
- Campaign-enhancement promotional opportunities
- Exclusive local team sports coverage including NFL, NHL, MLB and NCAA

CONTACT INFORMATION

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