



## VIDEO ADVERTISING SOLUTIONS

### WILKES-BARRE/SCRANTON

#### MARKET SNAPSHOT

Comcast Spotlight Wilkes-Barre/Scranton serves the nation's 55<sup>th</sup> largest television market by providing video-based advertising solutions for local, regional and national advertisers. We are focused on moving the advertising industry forward with advanced technologies and innovative products to reach, engage and connect with audiences most effectively and efficiently. Our goal is to maximize your investment while reducing costly geographic and demographic waste. Whether your message needs to reach the entire Wilkes-Barre/Scranton market or a more geo-targeted area, we'll **design a Multi-Screen campaign** to match your advertising objectives.

#### HIGHLIGHTS

- No. 55 DMA
- 308,400 cable households
- 50% coverage of wired cable HHs

#### DEMOGRAPHICS



##### Age:

18 - 34	21%
18 - 49	41%
25-54	39%
35+	59%
55+	31%



##### Marital Status\*:

Married	50%
Never Married	32%
Divorced	11%



##### Gender:

Male	49%
Female	51%



##### Education\*\*:

High School Diploma	38%
College, No Degree	17%
Associate's Degree	8%
Bachelor's Degree	13%
Prof/Grad Degree	7%



##### Home Ownership:

Homeowners	60%
Renters	23%
Others	17%



##### Automotive:

No Vehicle	7%
1 Vehicle	28%
2 Vehicles	31%
3+ Vehicles	17%



##### Household Income:

< \$25,000	26%
\$25k - \$49k	27%
\$50k - \$75k	20%
\$75k - \$99k	12%
\$100k - \$150k	10%
\$150k - \$200k	3%
\$200k+	2%



##### Ethnicity:

White	92%
Black	4%
Hispanic	5%
Asian	1%
Other	1%

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

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### FEATURED SERVICES FOR THE MARKET

- TV Everywhere - Premium cable TV programming and digital video across all screens
- Demographic and interest-based targeting precision on TV and premium digital ad networks
- Geographic Targeting to minimize waste
- Customized Research and Industry Insights
- Interactive TV and Digital technologies
- Long -form Video on Demand
- Unique and powerful campaign extending Marketing and Promotional opportunities
- Exclusive local/regional team sports coverage including NFL, NHL, MLB, NBA and NCAA
- Creative Services

### CONTACT INFORMATION

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

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