



# On Demand Publishing



On Air



Online



On Demand

## Fast Facts

- On Demand Publishing can help enhance your business' advertising reach by capturing consumers missed in traditional print media.
- 47.1% of on demand consumers do not read classified ads in the newspaper.
- 62.2% of on demand consumers use the yellow pages less than once a month or "never".
- 28.3% of on demand users have annual household incomes greater than \$100,000.
- 66% own their homes.

*\*Source: Scarborough Data, USA Plus, Strata*

## Overview

On Demand Publishing is an advertising tool that lets advertisers convert static ads into a slideshow-style video, which is then placed on demand. Our On Demand Publishing offering lets consumers learn about products at their leisure. It's like moving all of the content from your display ads, classified ads, free standing inserts, catalogs, directory listings and direct mail campaigns to one place—on TV.



## Benefits

- More targeted advertising – Reach consumers who are actively seeking out information at their own pace.
- More affordable medium – Avoid production and talent costs with simple, robust messages that reach a qualified audience.
- Greater reach – Extend the effectiveness of your print campaigns via On Demand Publishing and you'll increase the number—and quality—of people seeing your message.
- Rich environment – Leverage the benefits of sight, sound, and motion of TV.
- Long shelf-life – Extend the life of print ads and create a persistent and dynamic presence on television 24/7.
- Easy application – Change advertising content easily by adjusting product pricing and messages.

## Features

- Almost any Internet banner, print ad, or catalog page can be adapted.
- Self Provisioning – build your own ad on your time, with easy-to-use Web sites.
- ROI improvement – generate price/offer advertising effectively.

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