



Spot Cable Advertising



On Air



Online



On Demand

Fast Facts

Simple – Spot cable is simple to plan and simple to buy.

Market Focused – Spot Cable allows you to master the changing television marketplace.

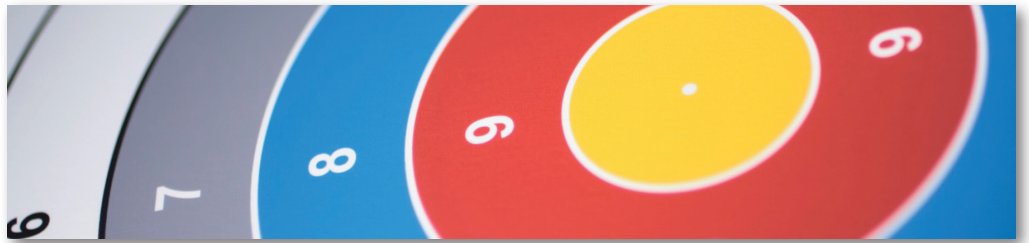
Adaptable – Select the right networks, dayparts and programs for your brand in every market.

ROI Driven – Deliver consumer reach and effective frequency – eliminate doubt and waste.

Targeted – Spot Cable offers a wide range of advanced engagement and technologies.

Overview

Spot cable refers to cable purchases in local markets or other geographic areas as specified by you and/or your ad agency. With spot cable advertising, marketers can pick and choose from various cable networks and from different geographic areas covered by the cable system.



Benefits

- ❖ Allows you to strengthen your brand in the markets most important to you.
- ❖ Provides efficient media buying – spot cable allows you to reach your core audience without paying for wasted coverage.
- ❖ Allows you to reach potential customers that share similar interests.
- ❖ Provides you with the opportunity to marry your message with top-rated network and programming brands for increased awareness and credibility.

Features

- ❖ Geographic Targeting – By effectively using spot cable, you can reduce waste by concentrating your message only in the areas you need to reach potential customers.
- ❖ Demographic Targeting – Cable networks have specific audiences with their own individual interests. Spot cable allows you to advertise on the cable networks that best allow you to reach the niche audiences interested in your products or services.
- ❖ Flexibility – Because of the way cable systems are now “interconnected,” you can easily create a strategic, awareness-building campaign, while still enjoying the efficiency and targetability that spot cable delivers.

Comcast
SPOTLIGHT.

For more information visit www.comcastspotlight.com