



**OTAC Promotions Committee Meeting  
(3/11/19)  
War Memorial Building  
Agenda**

**Mother's Day promotion for 5/11/19**

- OTWBA Partnership
- Hashtag Contest
- Other

**First Fridays**

**Shop Local Program**

- Advertising proposals
- Select a shop local slogan
  - "Winchester, Local to the Core"
  - "Winchester, local since 1744"
  - Other?
- Step 1: Postcard mailer to targeted areas
- Step 2: Rack Card
- Step 3: Promotional Items

**Other**

# PREMIUM DIGITAL TV



## Your Audience Is Watching TV - Everywhere

From cable subscribers to cord cutters and OTT viewers, we deliver your message to your target across all devices when and where we know they're watching.

## Who We Reach, and How We Do It

- Premium Digital TV allows you to engage with viewers watching TV and digital programming on their computers, phones, tablets, and connected TV devices.
- Our reach extends to viewers watching non-skippable advertising and Video On Demand on Xfinity set-top boxes and on OTT-connected TV devices.
- We target all households geographically at the market and cable zone level, providing premium efficiency.
- We offer brand-safe, fraud-free, high quality programming. And proof-of-performance reporting shows you high view completion rates across all screens.

## Why It Matters

- We extend the brand-building power of video advertising beyond TV, reaching captive audiences watching OTT, TVE and On Demand.
- We deliver the most valuable local impressions by running your ads in top-quality national content, aligning your brand with powerful programming.
- Client campaign delivery by device and brand/content is available through Digital Proof of Performance.

Premium Digital TV puts your commercials in front of your customers wherever and however they consume content. We deliver multi-platform schedules to reach your target audience – across set-top boxes, connected TVs, computers, and mobile devices – across all of these networks and more:



## | FAST FACTS

**5:57** - Average hours U.S. adults spend watching video every day<sup>1</sup>

**1:11** - Average hours spent daily watching video on mobile devices and computers<sup>2</sup>

**30.7%** - Increase in U.S. households that have both Pay TV and Subscription VOD in the past 3 years<sup>3</sup>

<sup>1,2</sup> Source: Nielsen Total Audience Report, Q1 2018

<sup>3</sup> Source: eMarketer, May 2017

# PREMIUM DIGITAL VIDEO



## FAST FACTS

- Nearly one in five adults 18+ streamed original digital video “yesterday,” equivalent to approximately 43.4 million American adults\*
- Approximately 63 million American adults view original digital video on a monthly basis, a number that has been steadily growing since 2013\*

\*Source: IAB, “Original Digital Video Consumer Study,” May 2016

Premium Digital Video delivers audiences wherever and however they’re watching and does not include a dedicated list of publishers. Actual domains and video destinations will vary based on targeted audiences.

## Reach Your Audience In The Right Places, All The Time

Consumers are watching more video, in more places – online and everywhere. And they’re watching quality video produced just for the web more than ever before. Premium Digital Video puts your message in front of your audience across all devices, all the time.

## What We Offer, and Where You’ll Find It

- We run your video only on brand-safe and high-caliber content across top quality websites and apps, reaching highly engaged audiences
- We provide high-visibility pre-roll and mid-roll placement exclusively in professional quality video content

## Why It Matters

We connect your brand with video-consuming audiences wherever and however they’re watching - across computers, mobile, tablet and connected TVs.

We deliver viewers of premium video content in the geography that matters to you.

Our audience segments help you reach your customers effectively, in a fraud-free and brand-safe environment.

Hundreds of custom-created audiences available in a range of categories provide you with an unparalleled targeting opportunity. Comcast Spotlight delivers Premium Digital Video Impressions across top quality websites and apps like the following:



# SPOTLIGHT MARKETING VALUE PROPOSITION

- **Attribution**
  - Brand Lift & Recall
  - Conversions
  - Customer Journey
    - Path to Purchase

“Prove there was an impact on my business”

PROOF

- **Transparency**
  - Trust & Credibility
- **Quality**
- **Engagement**
  - Time Spent

“Find my audience on multiple screens”

FIND

- **Consumer Behavior**
  - Video Consumption
  - Devices
  - Evolution of TV

“When possible, target them in a 1:1 fashion”

TARGET

- **Data**
  - 1st & 3rd Party
  - IP vs. Cookie
- **Multiplatform**
- **Geography**

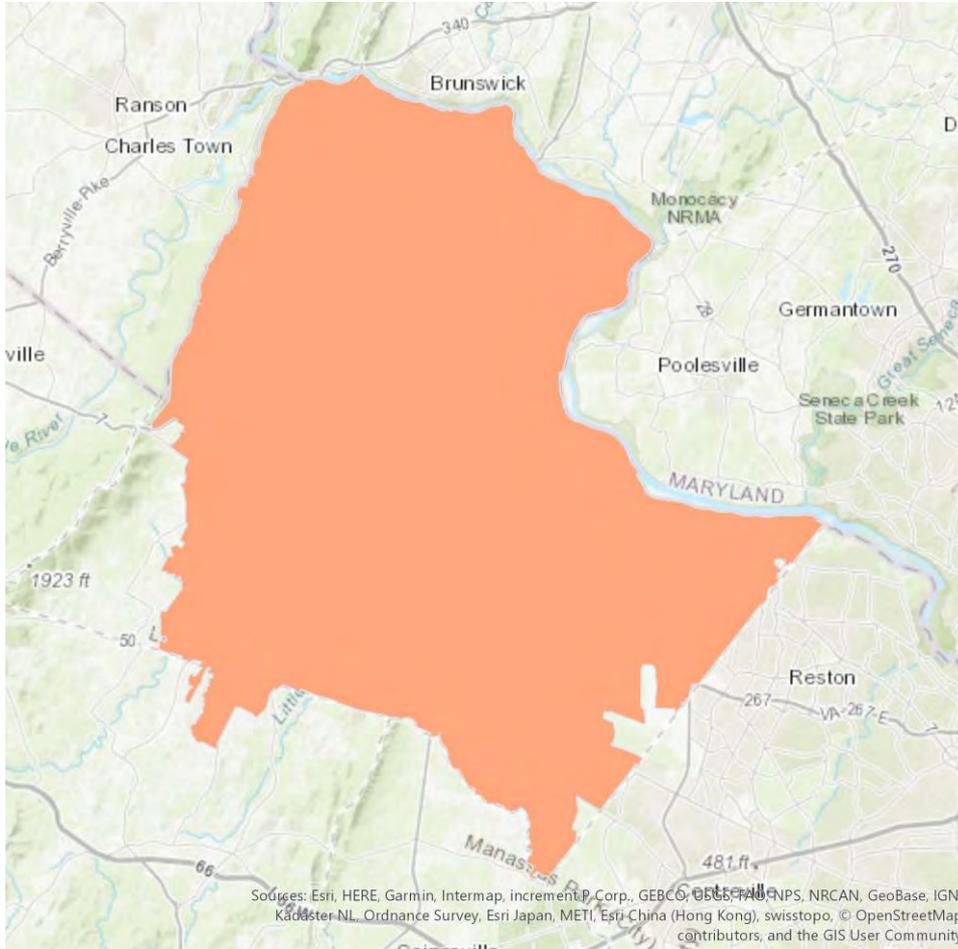
“Report on what happened”

REPORT

INVENTORY

SERVICE

# Loudoun

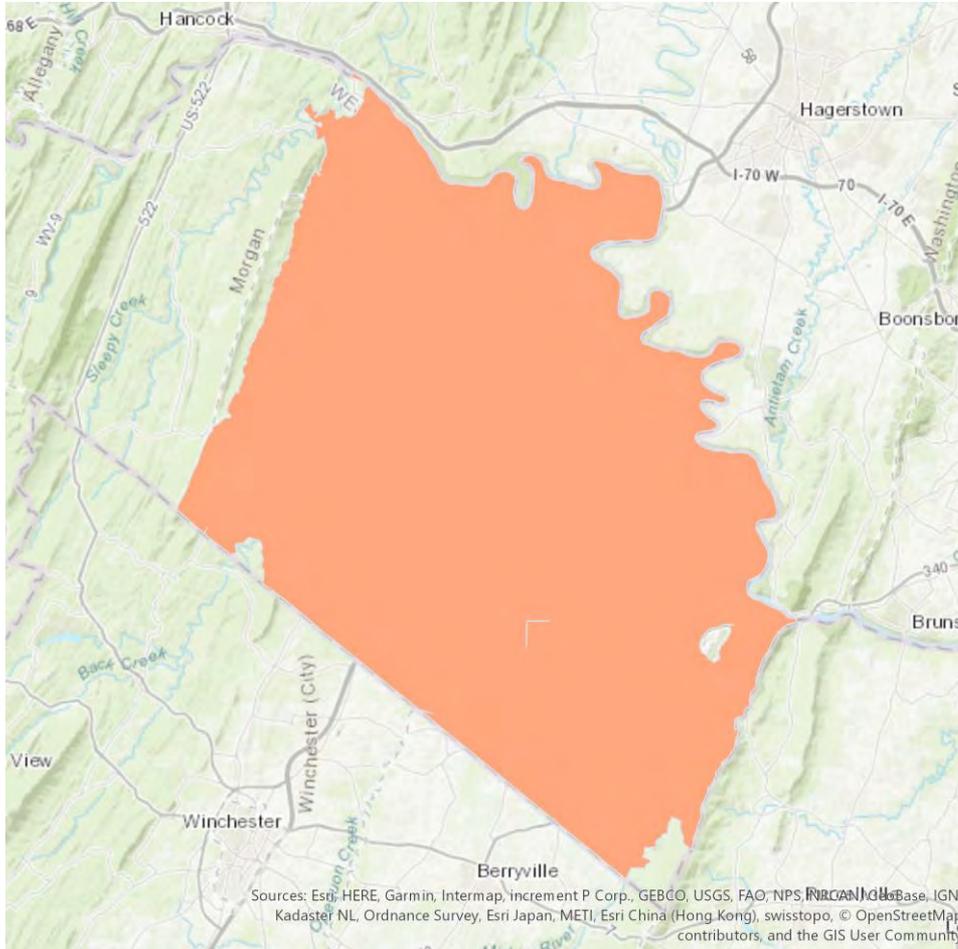


Demographic Profile	
Age Groups	
Persons 17 and under	29.3%
Adults 18-34	19.3%
Adults 35-54	33.3%
Adults 55+	18.1%
Education	
Attended College+	80.8%
Marital Status	
Single (Never Married)	26.3%
Married	58.7%
Divorced/Separated/Widowed	14.9%
Household Income	
\$30,000-\$49,999	7.7%
\$50,000-\$74,999	11.0%
\$75,000-\$99,999	10.7%
\$100,000+	63.8%
Housing Units & Family Type	
% Owner Occupied Units	74.9%
% of HH with Children	48.7%
Race	
White	67.8%
Asian	16.7%
Black/African American	7.1%
Other	8.4%

## Communities Served

- Aldie
- Hamilton
- Middleburg
- Purcellville
- Waterford
- Ashburn
- Leesburg
- Paeonian Springs
- Round Hill
- Chantilly
- Lovettsville
- Philomont
- Sterling

# Martinsburg



## Demographic Profile

### Age Groups

Persons 17 and under	23.8%
Adults 18-34	21.0%
Adults 35-54	28.6%
Adults 55+	26.7%

### Education

Attended College+	51.7%
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### Marital Status

Single (Never Married)	27.3%
Married	50.3%
Divorced/Separated/Widowed	22.4%

### Household Income

\$30,000-\$49,999	17.8%
\$50,000-\$74,999	19.6%
\$75,000-\$99,999	15.0%
\$100,000+	25.1%

### Housing Units & Family Type

% Owner Occupied Units	66.8%
% of HH with Children	33.7%

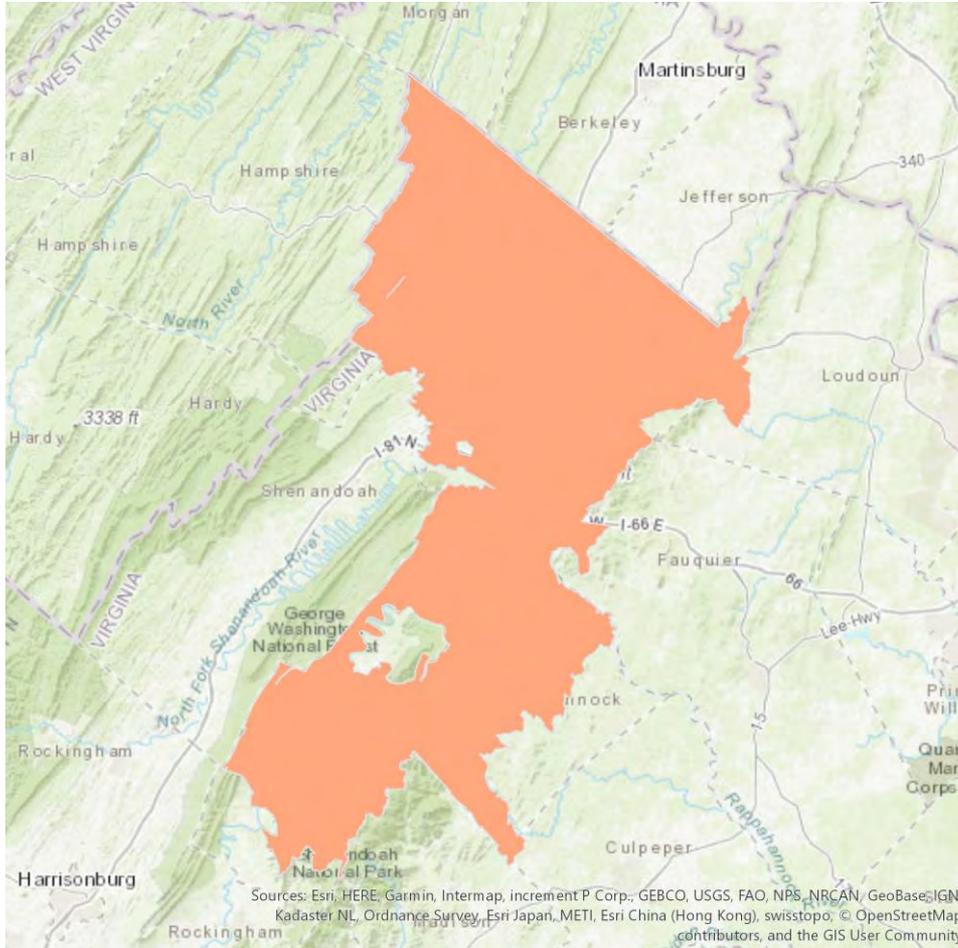
### Race

White	87.8%
Asian	1.2%
Black/African American	7.3%
Other	3.8%

## Communities Served

- Bunker Hill
- Charles Town
- Falling Waters
- Gerrardstown
- Harpers Ferry
- Hedgesville
- Inwood
- Kearneysville
- Martinsburg
- Ranson
- Rippon
- Shenandoah Junction
- Shepherdstown
- Summit Point

# Winchester



Demographic Profile	
Age Groups	
Persons 17 and under	22.6%
Adults 18-34	20.0%
Adults 35-54	28.0%
Adults 55+	29.4%
Education	
Attended College+	52.9%
Marital Status	
Single (Never Married)	26.7%
Married	50.9%
Divorced/Separated/Widowed	22.4%
Household Income	
\$30,000-\$49,999	18.4%
\$50,000-\$74,999	19.1%
\$75,000-\$99,999	13.3%
\$100,000+	27.2%
Housing Units & Family Type	
% Owner Occupied Units	63.7%
% of HH with Children	32.5%
Race	
White	90.1%
Asian	1.3%
Black/African American	4.6%
Other	4.0%

## Communities Served

- Bentonville
- Clear Brook
- Huntly
- Sperryville
- White Post
- Berryville
- Cross Junction
- Linden
- Stanley
- Winchester
- Bluemont
- Flint Hill
- Luray
- Stephens City
- Boyce
- Front Royal
- Middletown
- Stephenson
- Chester Gap
- Gore
- Millwood
- Washington

City of Winchester

Washington, DC (Hagrstwn) Jan19 DMA Nielsen Live+7

Client: City of Winchester

AE: Richard Phillips

Buyer: Jennifer Bell

Advertiser:

Phone: 540-303-1895

Product: PDV and PDTV

Lengths: 30

Sched Dates: 4/1/2109 - 9/30/2019

Dayparts: RT

Email: richard\_phillips@comcast.com

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
<b>8523, Washington Interactive</b>										
PDTV										
	M-Su 5a-12m	13,513 monthly ON DEMAND commercials			30	0	6	\$500.00	6	\$3,000.00
PDV										
	M-Su 5a-12m	48,387 monthly commercials Pre Roll			30	0	6	\$1,500.00	6	\$9,000.00
<b>Totals</b>									<b>12</b>	<b>\$12,000.00</b>
<b>Grand Totals</b>									<b>12</b>	<b>\$12,000.00</b>

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.  
Washington, DC (Hagrstwn) Jan19 DMA Nielsen Live+7  
Cable Zones: COMCAST, Washington Interactive

Washington, DC (Hagrstwn) Jan19 DMA Nielsen Live+7  
PDTV: unrated station  
PDV: unrated station

» Estimate information indicated has been supplied by the user.

Source Field Codes:  
TP – Time Period  
<http://www.comcastspotlight.com/legal/terms-conditions>

Accepted and Agreed

Advertiser: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Authorized Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_