



# Hood Canal Communications Selects Comcast Spotlight to Represent Advertising Sales

## Advertising Sales Contacts

- For more information, visit :  
**SpotlightMAS.com**

Or contact:  
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Comcast Spotlight  
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## Comcast Spotlight Facts

- Sells advertising on popular cable networks that target viewers by demographics and interests like CNN, ESPN, MTV, Comedy Central, Discovery and more!
- Geotargeting: Geographic cable zones lets advertisers reach just the customers in their business area, or across Western Washington
- Streamlining the process to buy cable advertising across multiple operators into a one-stop shopping, full-service experience

## About Comcast Spotlight

- ❖ Comcast Spotlight is the advertising sales division of Comcast Cable, and operates separately from the cable company
- ❖ Comcast Spotlight sells advertising time on behalf of Hood Canal Communications cable networks, and share its revenue with Hood Canal Communications
- ❖ Many Hood Canal advertisers are already clients of both Hood Canal Communications and Comcast Spotlight
- ❖ Advertisers in the Hood Canal community have a one-stop shopping experience when trying to reach both Click! and Comcast homes; advertisers will have:
  - ❖ One advertising contact
  - ❖ One advertising order
  - ❖ One video file to manage
  - ❖ One invoice issued
- ❖ Other cable companies for which Comcast Spotlight represents ad sales in Washington include Click! Cable TV, Wave Broadband, Charter Communications, Rainier Connect, Northland Communications, Davis Communications, and Comcast.

## Spotlight Marketing and Advertising Services

- ❖ To encourage advertising on Hood Canal Communications, commercials will run and direct advertisers to visit SpotlightMAS.com (no mention of Comcast Spotlight)
- ❖ The website leads interested advertisers to the Comcast Spotlight website
- ❖ This will keep the Comcast brand invisible to Hood Canal Communications customers





# Working with Comcast Spotlight

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## Consultative Approach to Advertising

- ❖ Comcast Spotlight provides businesses with the utmost in customized advertising services
- ❖ We strive to clearly understand our clients' business goals and their customers' media habits
- ❖ Together with our clients, we develop media strategies to reach their customers and address their business goals
- ❖ If a client needs a commercial produced, our award-winning creative production services team are available to help

## Airing a Commercial On Hood Canal Communications

- ❖ Advertiser sends their order to their advertising account executive at Comcast Spotlight
- ❖ The order is scheduled to air at the agreed on time/s and cable network/s
- ❖ The commercial video file is sent to the Operations Management Center to encode it for airing according to the schedule
- ❖ The commercial airs!
- ❖ The client is billed for the scheduled order
- ❖ For more information and details, please contact Kim Kite at Comcast Spotlight, 360.261.8670

