A top-down view of a meeting table with a laptop, papers, and people's hands. The scene is overlaid with a semi-transparent dark blue and purple gradient. The text is centered over the image.

DELIVERING AUDIENCES TO

**Tuolumne County
Transit
Oct 2018 – June 2019**

COMCAST
SPOTLIGHT®

EVERYTHING STARTS HERE

YOUR MARKETING GOALS AND OBJECTIVES

Who is your target and where do they live? What makes them unique? Our various departments and resources work best when we have a defined audience, one single current key marketing challenge and an agreed upon measurement of your future success.

CAMPAIGN TARGET AUDIENCE

- Adults 18-24 who live in Tuolumne County.

MARKETING OBJECTIVE

- Continue to build on the momentum created by the previous campaign. Maintain presence on high profile sports and then adjust the target networks for the base campaign to reach Adults 18-24 who are attending Columbia College. This shift is to support the new partnership between TC Transit and Columbia College.

BASED ON YOUR MARKETING GOALS - YOUR RECOMMENDED STRATEGY



In order to cut out the waste and maximize your investment we've narrowed your zones and found the strongest product mix for your goals.



Campaign Target Audience: Adults 18-24 in Tuolumne County

Demographic Targeting:

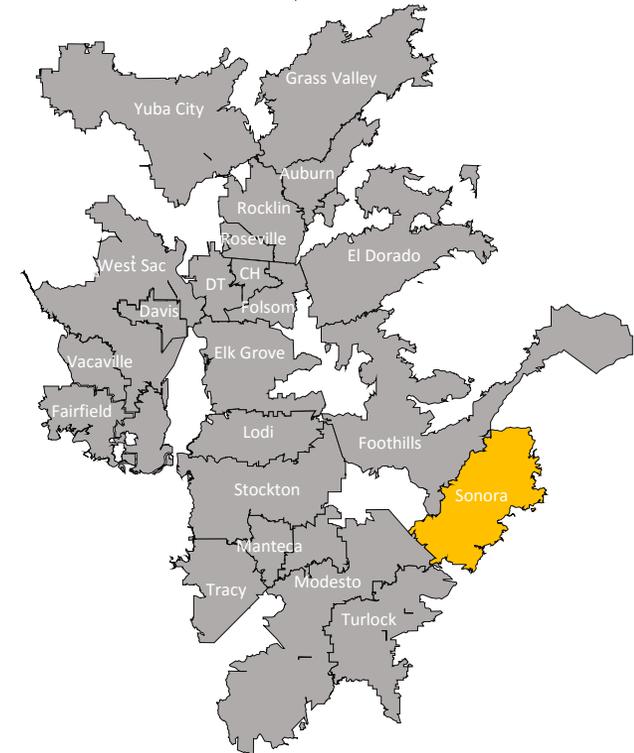
- 10 TV Networks
- Premium Digital Video
- Premium Digital TV

Geo-Targeted Locations:

- Sonora



Zone Targeting in the Sacramento Market



• Source: Nielsen Scarborough, DMA Sacramento (Date Range Apr 16-Mar 17 DMA Nielsen Live +7) Base: A18+, Target: Households



TUOLUMNE COUNTY TRANSIT HIGH PROFILE SPORTS SCHEDULE



Campaign dates October 15, 2018 – June 30, 2019
TV Market: SONORA



SPORTS PROGRAM	TIME	SPOTS	INVESTMENT
Monday Night Football	Oct- Dec	24	\$469
NBA Basketball (Warriors)	Oct - April	153	\$1,005
CFB/Bowl games	Dec- Jan	33	\$272
MLB - Giants	April-June	47	\$900
MLB – A's	April- June	50	\$300
TOTAL :30 SPOTS		307	
TOTAL SPORTS INVESTMENT			\$2,946

- Monthly investment and spots will vary due to specific sports schedules

2018-2019 TUOLUMNE COUNTY TRANSIT DIGITAL INVESTMENT SUMMARY



Flight Dates: October 2018 – June 2019

Placement	Geography	Audience Targeting	CPM	Impressions	Investment
Premium Digital TV	Sonora		\$38	14,706	\$500
Premium Digital Video	Sonora	Adults 18-24	\$34	13,158	\$500
	Monthly Digital Impressions			27,864	
Total 9 month Digital Impressions				250,776	
Total 9 month Investment					\$9,000

TUOLUMNE COUNTY TRANSIT BASE CAMPAIGN

Campaign dates October 15, 2018 – June 30, 2019

Demo: Adults 18-24



Network	Days	Time	Total Spots
ESPN	M-Su	4p-12m 5a-4p	135 270
MTV	M-Su	4p-12m 5a-4p	157 311
FX	M-Su	4p-12m 5a-4p	172 296
VH-1	M-Su	4p-12m 5a-4p	159 296
TNT	M-Su	4p-12m 5a-4p	135 283
E!	M-Su	4p-12m 5a-4p	160 285
LIFE	M-Su	4p-12m 5a-4p	146 248
A&E	M-Su	5a-4p	270
OXYGEN	M-Su	4p-12m	159
LMN	M-Su	4p-12m 5a-4p	163 296
Total :30 Spots			3,941



PREMIUM
DIGITAL
VIDEO



PREMIUM
DIGITAL
TV

Total :30 TV Spots: 3,941
Total :30 Sports spots: 307

Monthly Premium Digital Video/TV Impressions: 27,864
Total Premium Digital Video/TV Impressions: 250,776

Total 9 month Investment: \$20,000

TUOLUMNE COUNTY TRANSIT
INVESTMENT SUMMARY



INVESTMENT SUMMARY

Oct 15, 2018 – June 30, 2019



Zones: Sonora

Total :30 TV Spots: 3,941

Total :30 Sports Spots:307

Total Premium Digital Video/TV impressions – 250,776

TOTAL INVESTMENT - \$20,000

Authorized Acceptance:

Date:

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HOW CAN I WATCH BRAVO'S REAL HOUSEWIVES OF NEW YORK?

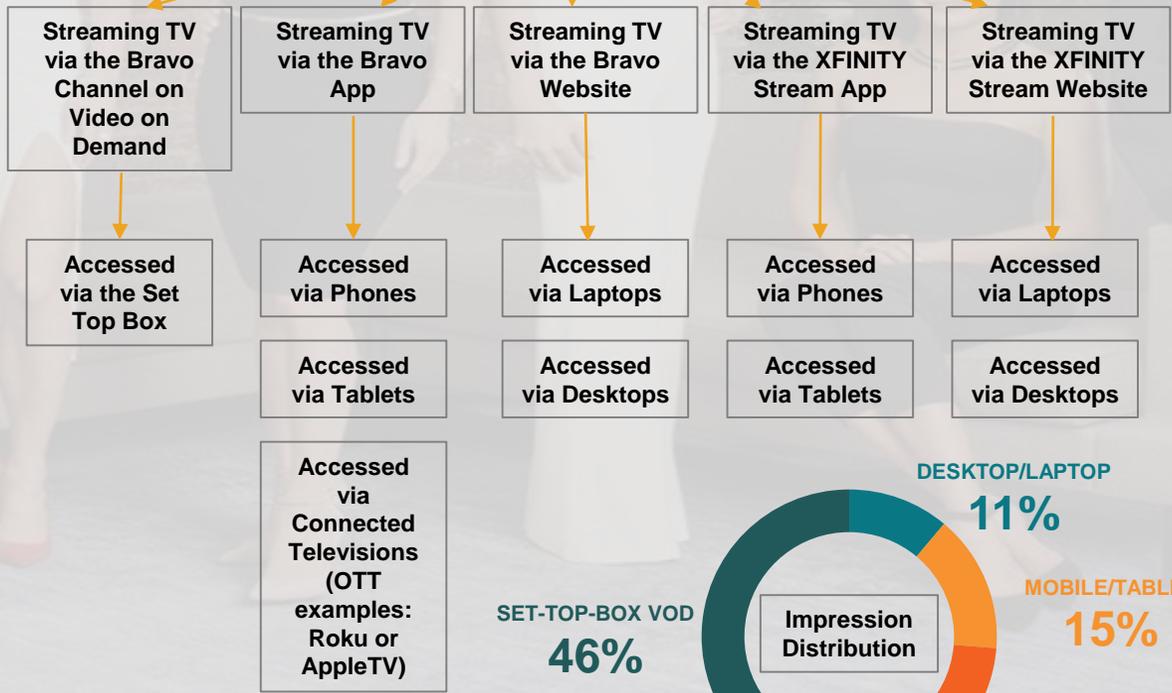
Television Campaign



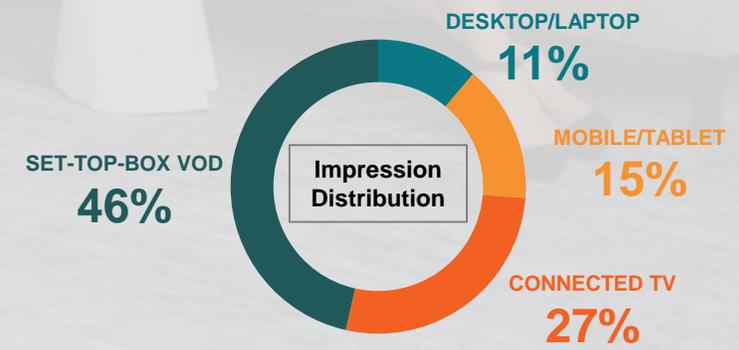
Live TV via the Bravo Network

DVRd TV via the Set Top Box

Premium Digital Television Campaign



Who sees our digital impressions?
 With the exception of Video on Demand via the Set Top Box (which is ONLY Comcast Subscribers), our impressions can reach anyone who has access to television content, whether it be through a television provider (such as Comcast, AT&T or Satellite Providers) or through a Connected TV (aka OTT) subscription (such as Roku or AppleTV)



OUR PREMIUM DIGITAL PRODUCTS REACH CONSUMERS WHEREVER AND WHENEVER THEY WATCH

PREMIUM DIGITAL TV

Premium Digital TV is an extension of XFINITY's superior programming, and much more: more network programmers across more screens. Premium Digital TV reaches local consumers viewing short and long-form video TV content, wherever they are, whenever they want to watch—including through **XFINITY On Demand**.

- Mobile
- Desktop
- Smart TVs/Connected Devices
- XFINITY Set Top Box On Demand



EXTEND YOUR REACH PREMIUM DIGITAL VIDEO

Premium Digital Video

Premium Digital Video allows you to extend your campaign across multiple devices and align your brand with high quality premium video content across the best of the web.

Hundreds of custom-created audience segments available
Brand-safe and high-caliber content, with quality audience

High-visibility pre-roll and mid-roll placement—only in professional quality video content

- Mobile
- Smart TVs
- Desktop
- Connected Devices

