

Targeted TV & Customized Streaming

Comcast Advertising

About Comcast Advertising

Comcast Advertising uses data from 30 million households to help advertisers reach specific audiences across multiple screens, including streaming and linear TV. They offer over 300 targetable audience segments, enabling brands to deliver the right message to the right person at the right time. The company also provides an in-house creative agency and tools to track engagement metrics, helping advertisers optimize campaigns and measure ROI. This comprehensive approach ensures campaigns are engaging and effective across all platforms.

Program Deliverables

- 75% linear cable/live TV, 25% streaming video
- 180,000+ impressions
- Each video must include the [Explore Minnesota logo](#) either in the corner throughout the video or at the beginning and end of each video

Additional Features

- Customized campaign planning to maximize your budget and elevate ad effectiveness.
- Custom creative to make a meaningful connection between your brand and your target audience (for an additional cost).
- Audience-targeted impressions based on geography, demographics, and lifestyles.
- Multiscreen coverage across devices and platforms, including on-demand TV, streaming, and video.
- Audience insights based on Comcast first-party viewership data and third-party data.
- Measurable, actionable results that are easy to understand.

View Examples

- [Giants Ridge](#)
- [The Burrow](#)
- [Discover Stillwater](#)

Limited Availability

One package per co-op participant

Price

\$3,000

Contact

Heidi Frei | heidi_frei@comcast.com | 218-348-5425

Savings

60%