

Cable TV & Streaming

Spectrum Reach

About Spectrum Reach

Spectrum Reach, Charter Communications' advertising sales arm, provides custom solutions for local, regional, and national clients. Using privacy-compliant data from over 30 million households, they help businesses reach targeted audiences on any screen, including traditional TV and over 450 streaming networks. They also offer award-winning creative services and AI-powered tools to create effective ads, ensuring brand safety and providing clients with real-time performance tracking to optimize campaigns and measure ROI.

Program Deliverables

- Option 1 (Streaming only)
 - 200,000+ impressions
- Option 2 (Streaming + Spectrum Cable TV)
 - 200,000+ streaming impressions
 - 250,000+ cable TV impressions
 - Minnesota and/or Wisconsin Zones
- 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

- Exclusive first-party data to target specific audiences interested in travel/adventure
- 60+ Traditional TV Networks such as ESPN, Travel Channel, TBS, TNT
- Over 450 partnerships with premium streaming networks, including Roku, DirecTV Stream, and Amazon
- 24/7 Access to Dashboard and campaign metrics, including Multi-Screen Attribution (monitor who saw your ad and visited your website)
- :15 and/or :30 creative included (Based on client-provided images and video clips)

View Example Video

- [Click Here](#)

Limited Availability

One package per co-op participant

Price

Option 1: \$2,750
Option 2: \$4,000

Contact

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Savings

60%