COMCAST SPOTLIGHT

THE POWER OF

COMCAST SPOTLIGHT

Helping Your Business Succeed

Steps to a Customized Solution

1. Select the targeted geographic zone
2. Select the right networks for your customers
3. Determine the best investment
4. Reach agreement
5. Develop a marketing plan

Miami Dade County

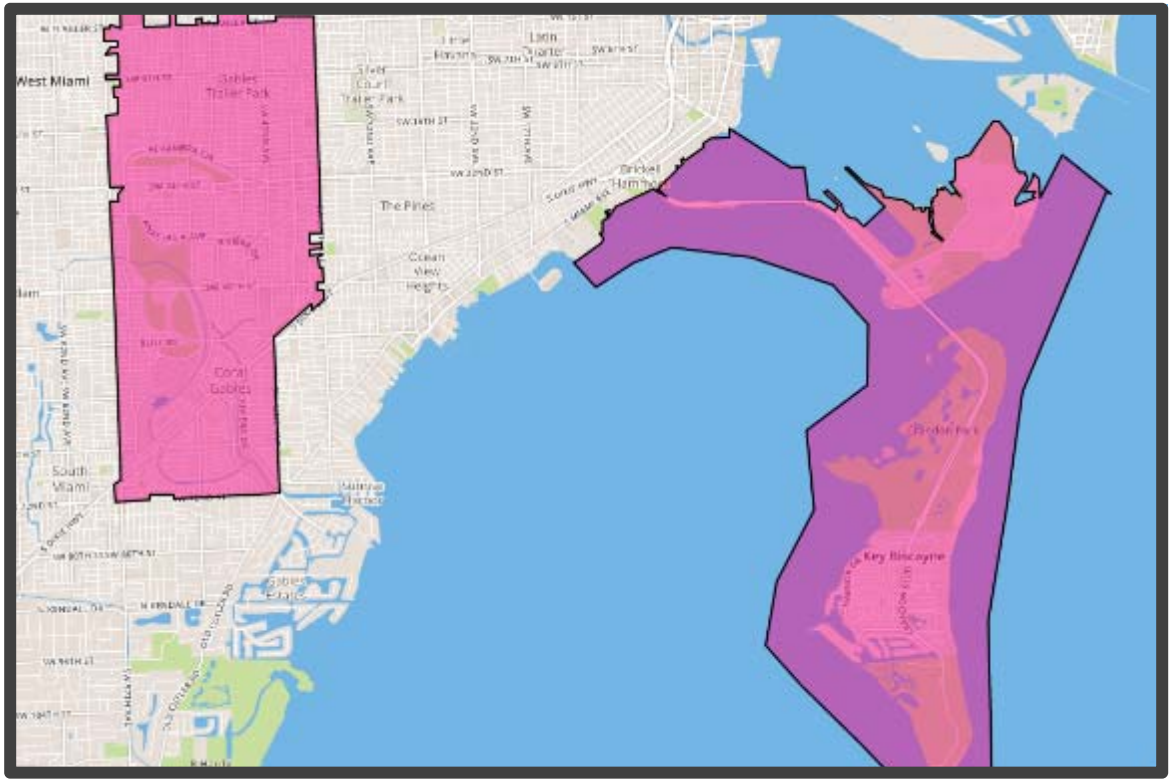
Advertising Area Profile

Demographic Profile	
Gender Of Respondent	
Male	48.0%
Female	52.0%
Respondent's Age Summary	
Adults 18-24	11.4%
Adults 25-54	54.0%
Adults 55+	34.6%
Marital Status	
Single (Never Married)	32.0%
Married	47.4%
Divorced/Separated/Widowed	20.5%
Education Of Respondent	
High School Grad	36.0%
Some College	26.9%
Some Post Graduate	1.2%
Race Of Respondent	
White- Non-Hispanic	17.4%
Black/African American- Non-Hisp.	13.5%
Asian or Other- Non-Hispanic	3.0%
Hispanic	66.1%
Household Income	
Less than $35,000	33.8%
$35,000-$49,999	24.1%
$50,000-$74,999	14.7%
$75,000-$99,999	10.1%
$100,000+	17.3%
Households Family Type	
# Children Under Age 18 In HH	38.2%
Employment Status Of Respondent	
Not Employed	38.2%
Employed Full-Time	42.7%
Own Or Rent Residence	
Own	50.4%
Rent	43.9%

*Coverage subject to change.
*Zone boundaries are based on zip codes and are approximated
Source: Miami/Ft.Lauderdale, FL-Syndicated-MRI/Mosaic, Fe15-Ja16, Scarborough, Adults 18+, County: Miami-Dade, DMA. Rhiza for Media: 2016-08-08. Note: Percentages may not add to 100%.

Coral Gables - Key Biscayne

Advertising Area Profile



Zip Codes Served

- 33126
- 33133
- 33134
- 33143
- 33144
- 33146
- 33149
- 33155
- 33156

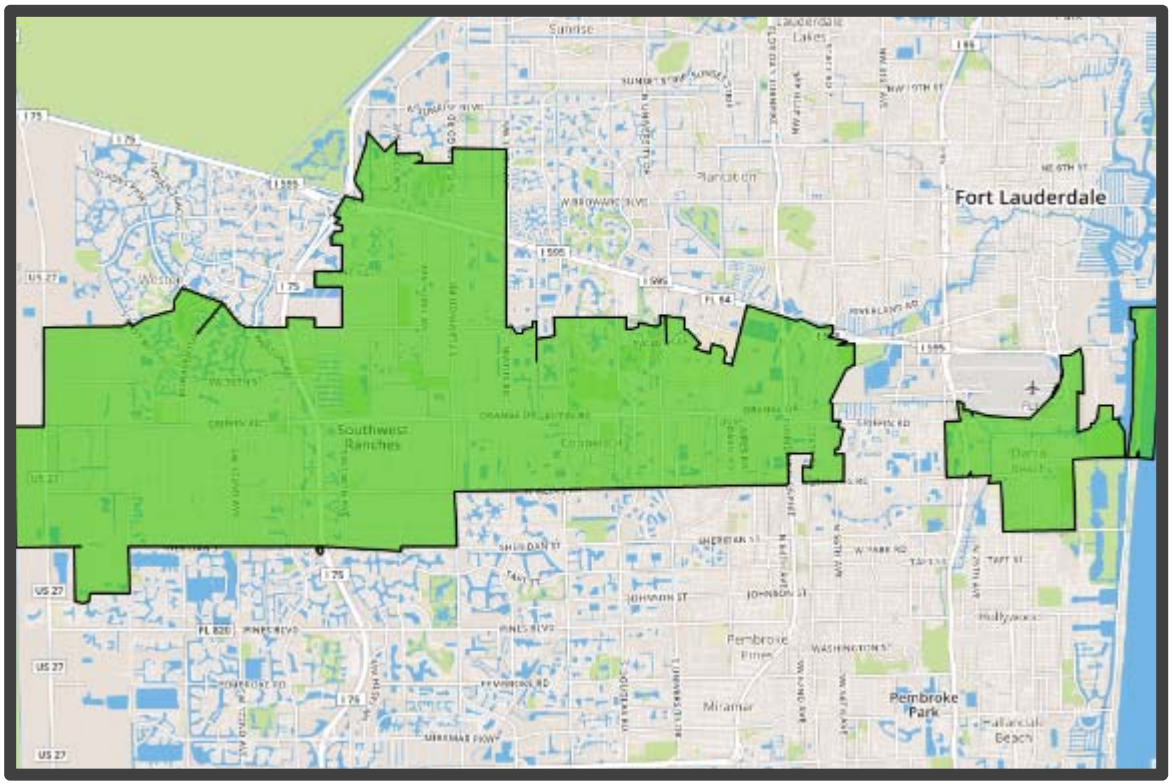
Demographic Profile

Gender Of Respondent	
Male	52.9%
Female	47.1%
Respondent's Age Summary	
Adults 18-24	8.2%
Adults 25-54	47.1%
Adults 55+	44.7%
Marital Status	
Single (Never Married)	30.6%
Married	47.3%
Divorced/Separated/Widowed	22.1%
Education Of Respondent	
High School Grad	32.7%
Some College	18.4%
Some Post Graduate	1.2%
Race Of Respondent	
White- Non-Hispanic	28.9%
Black/African American- Non-Hisp.	0.8%
Asian or Other- Non-Hispanic	3.7%
Hispanic	66.6%
Household Income	
Less than $35,000	35.9%
$35,000-$49,999	19.8%
$50,000-$74,999	7.8%
$75,000-$99,999	12.8%
$100,000+	23.7%
Households Family Type	
# Children Under Age 18 In HH	27.2%
Employment Status Of Respondent	
Not Employed	37.2%
Employed Full-Time	44.6%
Own Or Rent Residence	
Own	49.8%
Rent	41.9%

*The following zip codes also fall under the following coverage area zones: 33126 (Hialeah-Doral, Miami), 33133 (Miami), 33134 (Miami), 33143 (Miami Beach, South Dade), 33144 (Miami, Miami Beach, South Dade), 33146 (Miami), 33155 (Miami Beach, South Dade), 33156 (Kendall-Perrine, Miami Beach, South Dade).
*Coverage subject to change.
*Zone boundaries are based on zip codes and are approximated
Source: Miami/Ft.Lauderdale, FL-Syndicated-MRI/Mosaic, Fe15-Ja16, Scarborough, Adults 18+ that subscribe to cable in the Coral Gables-Key Biscayne Zone. Rhiza for Media: 2016-08-08. Note: Percentages may not add to 100%.

Davie

Advertising Area Profile



Zip Codes Served

- 33004
- 33019
- 33021
- 33024
- 33026
- 33301
- 33309
- 33311
- 33312
- 33314
- 33316
- 33317
- 33319
- 33324
- 33325
- 33326
- 33328
- 33330
- 33331
- 33332

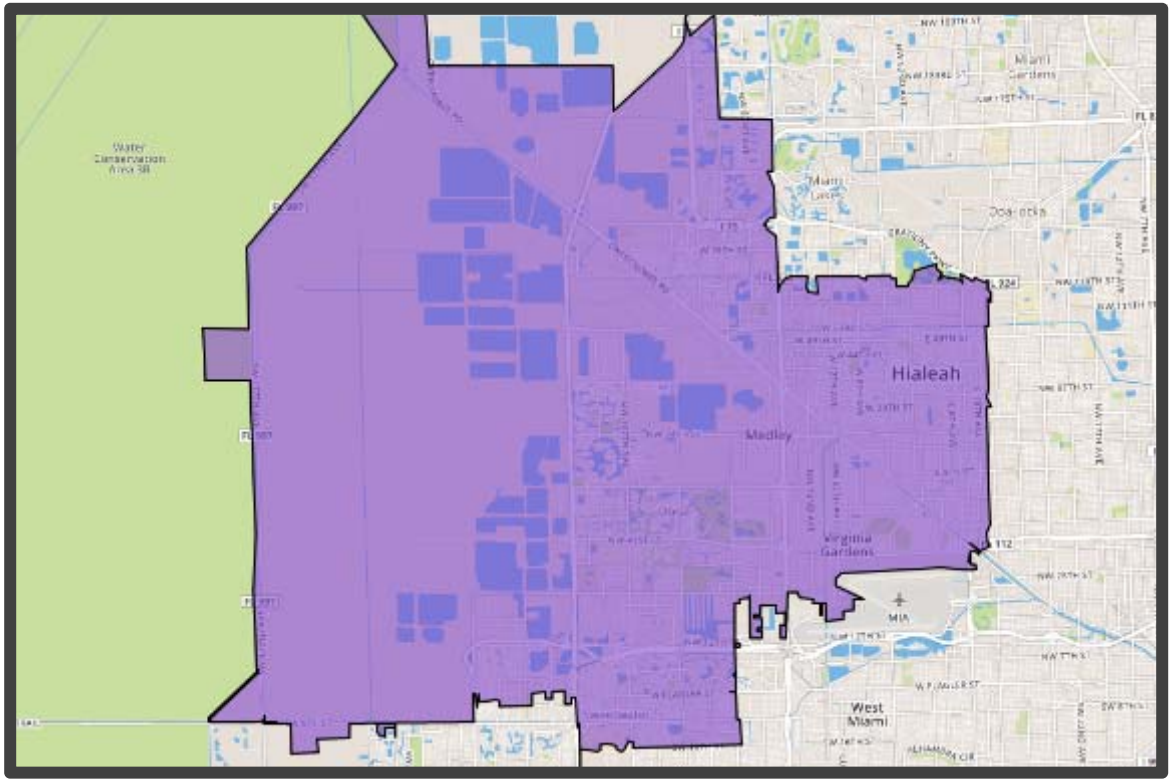
Demographic Profile

Gender Of Respondent	
Male	49.6%
Female	50.4%
Respondent's Age Summary	
Adults 18-24	8.9%
Adults 25-54	58.9%
Adults 55+	32.2%
Marital Status	
Single (Never Married)	28.1%
Married	54.9%
Divorced/Separated/Widowed	17.0%
Education Of Respondent	
High School Grad	32.9%
Some College	34.7%
Some Post Graduate	2.1%
Race Of Respondent	
White- Non-Hispanic	42.4%
Black/African American- Non-Hisp.	17.4%
Asian or Other- Non-Hispanic	6.6%
Hispanic	33.7%
Household Income	
Less than $35,000	19.9%
$35,000-$49,999	25.9%
$50,000-$74,999	16.0%
$75,000-$99,999	11.8%
$100,000+	26.4%
Households Family Type	
# Children Under Age 18 In HH	37.0%
Employment Status Of Respondent	
Not Employed	36.4%
Employed Full-Time	45.8%
Own Or Rent Residence	
Own	58.3%
Rent	37.1%

*The following zip codes also fall under the following coverage area zones: 33019 (South Broward), 33021 (South Broward), 33024 (Pembroke Pines, South Broward), 33026 (South Broward), 33301 (Fort Lauderdale), 33309 (Fort Lauderdale, Pompano Beach, Sunrise-Plantation), 33311 (Fort Lauderdale, Pompano Beach, Sunrise-Plantation), 33312 (Fort Lauderdale, South Broward, Sunrise-Plantation), 33316 (Fort Lauderdale), 33317 (Fort Lauderdale, Sunrise-Plantation), 33319 (Sunrise-Plantation), 33324 (Sunrise-Plantation), 33325 (Sunrise-Plantation), 33326 (Sunrise-Plantation, Weston), 33331 (Weston), 33332 (Pembroke Pines, Weston).
*Coverage subject to change.
*Zone boundaries are based on zip codes and are approximated
Source: Miami/Ft.Lauderdale, FL-Syndicated-MRI/Mosaic, Fe15-Ja16, Scarborough, Adults 18+ that subscribe to cable in the Davie Zone. Rhiza for Media: 2016-08-08. Note: Percentages may not add to 100%.

Hialeah - Doral

Advertising Area Profile



Zip Codes Served

- 33010
- 33012
- 33013
- 33014
- 33015
- 33016
- 33018
- 33122
- 33126
- 33142
- 33147
- 33166
- 33172
- 33174
- 33178
- 33182
- 33184

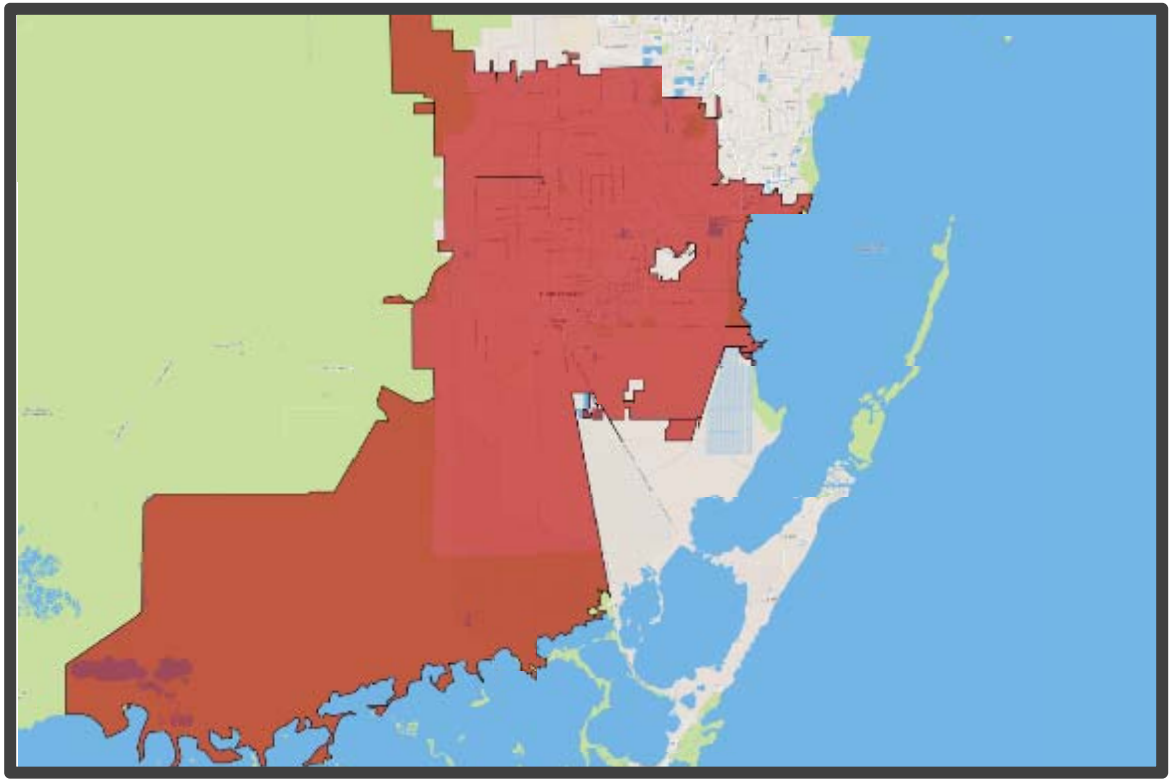
Demographic Profile

Gender Of Respondent	
Male	43.0%
Female	57.0%
Respondent's Age Summary	
Adults 18-24	12.7%
Adults 25-54	49.6%
Adults 55+	37.7%
Marital Status	
Single (Never Married)	32.1%
Married	45.1%
Divorced/Separated/Widowed	22.8%
Education Of Respondent	
High School Grad	42.4%
Some College	26.1%
Some Post Graduate	1.3%
Race Of Respondent	
White- Non-Hispanic	3.0%
Black/African American- Non-Hisp.	9.2%
Asian or Other- Non-Hispanic	1.4%
Hispanic	86.4%
Household Income	
Less than $35,000	36.4%
$35,000-$49,999	27.9%
$50,000-$74,999	14.1%
$75,000-$99,999	9.2%
$100,000+	12.4%
Households Family Type	
# Children Under Age 18 In HH	39.9%
Employment Status Of Respondent	
Not Employed	40.6%
Employed Full-Time	45.5%
Own Or Rent Residence	
Own	43.3%
Rent	49.4%

*The following zip codes also fall under the following coverage area zones: 33014 (North Dade), 33015 (North Dade), 33016 (North Dade), 33018 (North Dade), .33126 (Coral Gables-Key Biscayne, Miami), 33142 (Miami), 33147 (Miami, North Dade), 33174 (South Dade), 33184 (Kendall-Perrine, South Dade).
*Coverage subject to change.
*Zone boundaries are based on zip codes and are approximated
Source: Miami/Ft.Lauderdale, FL-Syndicated-MRI/Mosaic, Fe15-Ja16, Scarborough, Adults 18+ that subscribe to cable in the Hialeah-Doral Zone. Rhiza for Media: 2016-08-08. Note: Percentages may not add to 100%.

Homestead

Advertising Area Profile



Zip Codes Served

- 33030
- 33031
- 33032
- 33033
- 33034
- 33035
- 33157
- 33170
- 33177
- 33186
- 33187
- 33189
- 33190
- 33196

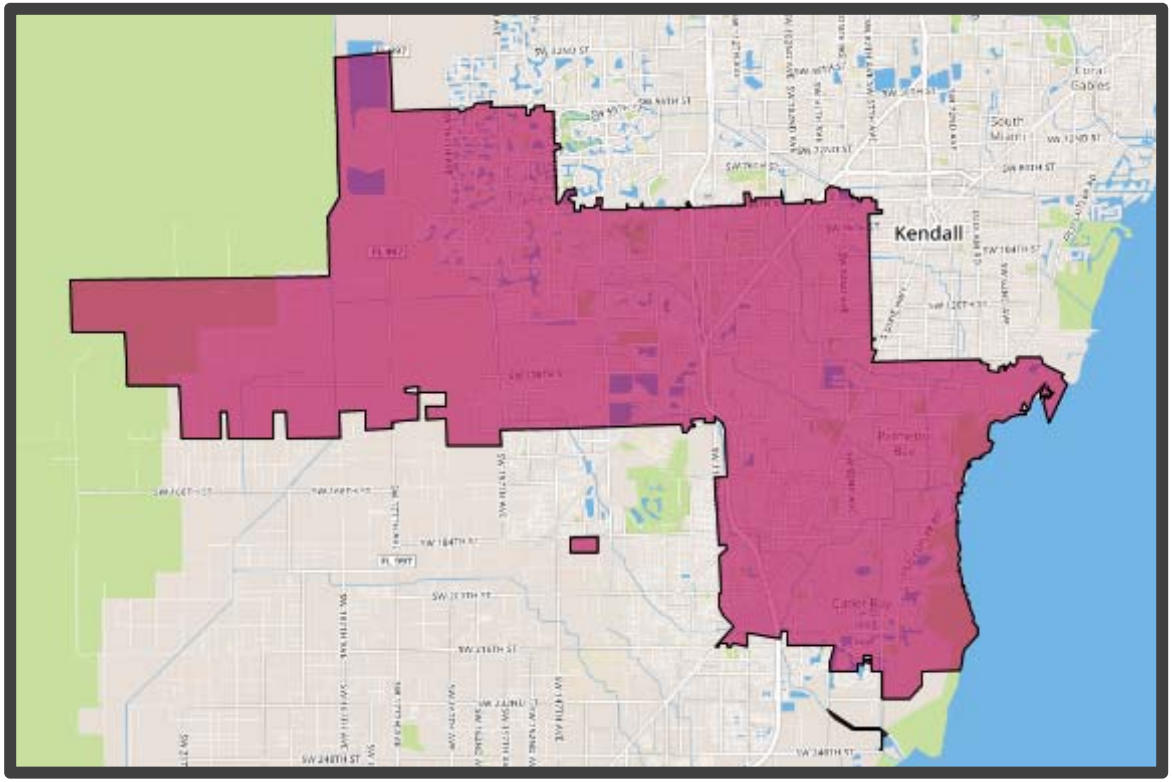
Demographic Profile

Gender Of Respondent	
Male	43.7%
Female	56.3%
Respondent's Age Summary	
Adults 18-24	11.5%
Adults 25-54	61.5%
Adults 55+	27.0%
Marital Status	
Single (Never Married)	34.6%
Married	52.9%
Divorced/Separated/Widowed	12.4%
Education Of Respondent	
High School Grad	35.9%
Some College	27.8%
Some Post Graduate	0.4%
Race Of Respondent	
White- Non-Hispanic	20.0%
Black/African American- Non-Hisp.	11.1%
Asian or Other- Non-Hispanic	3.9%
Hispanic	65.0%
Household Income	
Less than $35,000	24.3%
$35,000-$49,999	26.4%
$50,000-$74,999	21.3%
$75,000-$99,999	10.3%
$100,000+	17.6%
Households Family Type	
# Children Under Age 18 In HH	42.4%
Employment Status Of Respondent	
Not Employed	32.4%
Employed Full-Time	47.8%
Own Or Rent Residence	
Own	61.4%
Rent	36.2%

*The following zip codes also fall under the following coverage area zones: 33157 (Kendall-Perrine), 33186 (Kendall-Perrine, south Dade), 33189 (Kendall-Perrine), 33190 (Kendall-Perrine), 33196 Kendall-Perrine).
*Coverage subject to change.
*Zone boundaries are based on zip codes and are approximated
Source: Miami/Ft.Lauderdale, FL-Syndicated-MRI/Mosaic, Fe15-Ja16, Scarborough, Adults 18+ that subscribe to cable in the Homestead Zone. Rhiza for Media: 2016-08-08. Note: Percentages may not add to 100%.

Kendall - Perrine

Advertising Area Profile



Zip Codes Served

- 33156
- 33157
- 33158
- 33173
- 33175
- 33176
- 33183
- 33184
- 33185
- 33186
- 33189
- 33190
- 33193
- 33194
- 33196

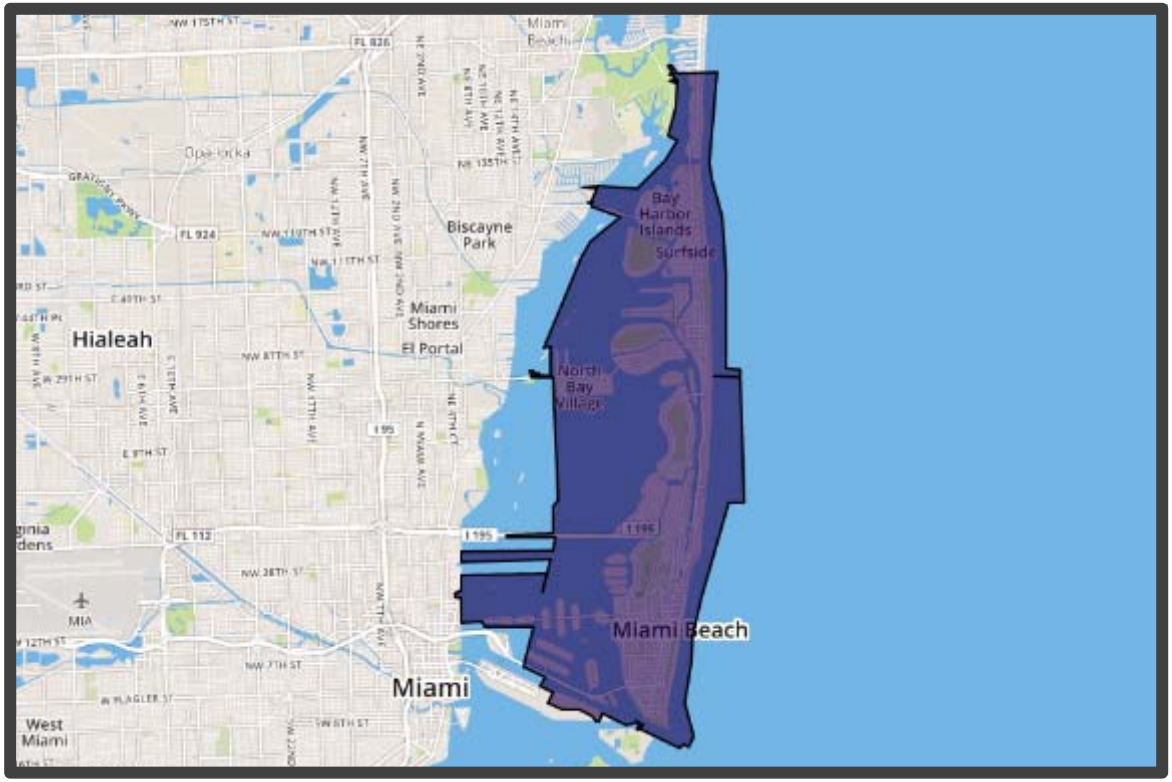
Demographic Profile

Gender Of Respondent	
Male	47.0%
Female	53.0%
Respondent's Age Summary	
Adults 18-24	16.7%
Adults 25-54	48.1%
Adults 55+	35.3%
Marital Status	
Single (Never Married)	32.0%
Married	53.0%
Divorced/Separated/Widowed	14.9%
Education Of Respondent	
High School Grad	32.4%
Some College	28.9%
Some Post Graduate	0.6%
Race Of Respondent	
White- Non-Hispanic	23.1%
Black/African American- Non-Hisp.	5.3%
Asian or Other- Non-Hispanic	5.3%
Hispanic	66.3%
Household Income	
Less than $35,000	21.9%
$35,000-$49,999	21.2%
$50,000-$74,999	14.9%
$75,000-$99,999	13.1%
$100,000+	28.9%
Households Family Type	
# Children Under Age 18 In HH	39.6%
Employment Status Of Respondent	
Not Employed	33.8%
Employed Full-Time	46.6%
Own Or Rent Residence	
Own	69.8%
Rent	22.0%

*The following zip codes also fall under the following coverage area zones: 33156 (Coral Gables-Key Biscayne, Miami Beach, South Dade), 33157 (Homestead), 33173 (Miami Beach, South Dade), 33175 (South Dade), 33176 (Miami Beach, South Dade), 33183 (South Dade), 33184 (Hialeah-Doral, South Dade), 33185 (South Dade), 33186 (Homestead, South Dade), 33189 (Homestead), 33190 (Homestead), 33193 (South Dade), 33194 (South Dade), 33196 (Homestead)
*Coverage subject to change.
*Zone boundaries are based on zip codes and are approximated
Source: Miami/Ft.Lauderdale, FL-Syndicated-MRI/Mosaic, Fe15-Ja16, Scarborough, Adults 18+ that subscribe to cable in the Kendall-Perrine Zone. Rhiza for Media: 2016-08-08. Note: Percentages may not add to 100%.

Miami Beach

Advertising Area Profile



Zip Codes Served

- 33119
- 33139
- 33140
- 33141
- 33143
- 33144
- 33154
- 33155
- 33156
- 33160
- 33173
- 33176
- 33180
- 33239
- 33299

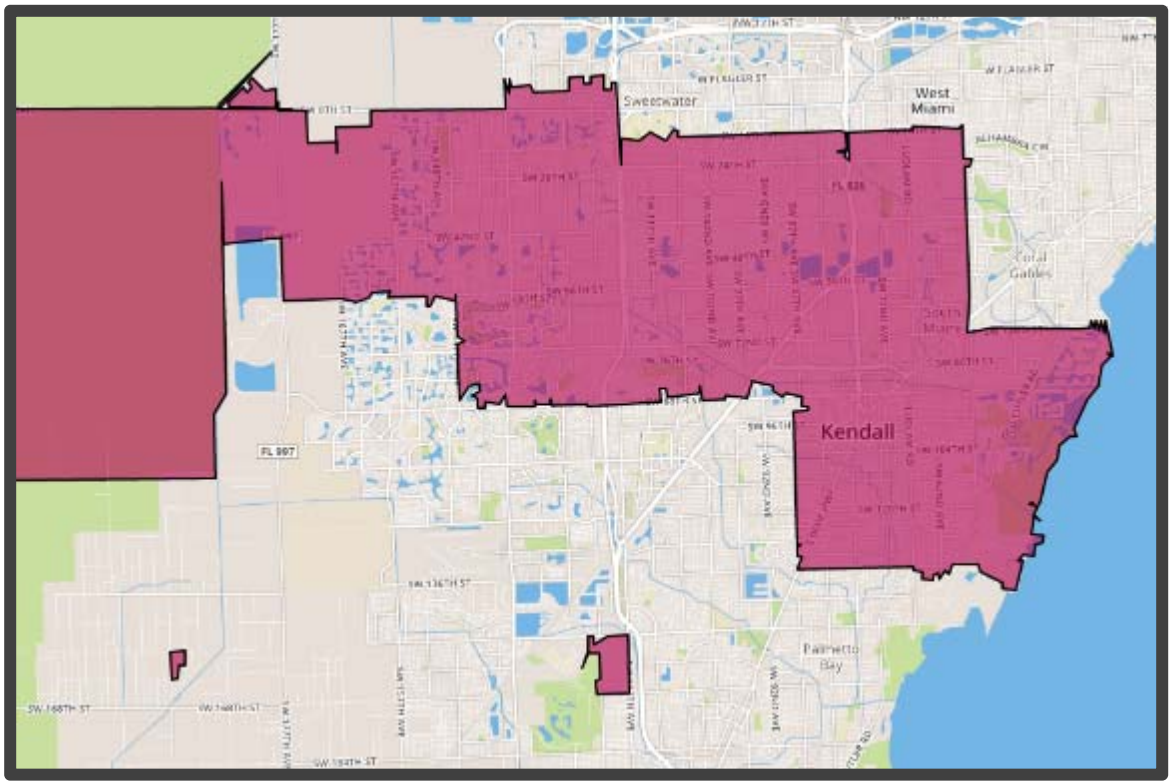
Demographic Profile

Gender Of Respondent	
Male	43.7%
Female	56.3%
Respondent's Age Summary	
Adults 18-24	6.8%
Adults 25-54	39.8%
Adults 55+	53.5%
Marital Status	
Single (Never Married)	25.1%
Married	42.8%
Divorced/Separated/Widowed	32.0%
Education Of Respondent	
High School Grad	29.3%
Some College	27.2%
Some Post Graduate	0.7%
Race Of Respondent	
White- Non-Hispanic	38.4%
Black/African American- Non-Hisp.	3.1%
Asian or Other- Non-Hispanic	4.1%
Hispanic	54.4%
Household Income	
Less than $35,000	25.4%
$35,000-$49,999	18.4%
$50,000-$74,999	12.8%
$75,000-$99,999	13.5%
$100,000+	30.0%
Households Family Type	
# Children Under Age 18 In HH	28.0%
Employment Status Of Respondent	
Not Employed	43.5%
Employed Full-Time	35.8%
Own Or Rent Residence	
Own	65.5%
Rent	29.8%

*The following zip codes also fall under the following coverage area zones: 33139 (Miami), 33143 (Coral Gables-Key Biscayne, South Dade), 33144 (Coral Gables-Key Biscayne, Miami, South Dade), 33155 (Coral Gables-Key Biscayne, South Dade), 33156 (Coral Gables-Key Biscayne, Kendall-Perrine, South Dade), 33160 (North Dade), 33173 (Kendall-Perrine, South Dade), 33176 (Kendall-Perrine, South Dade), 33180 (North Dade).
*Coverage subject to change.
*Zone boundaries are based on zip codes and are approximated
Source: Miami/Ft.Lauderdale, FL-Syndicated-MRI/Mosaic, Fe15-Ja16, Scarborough, Adults 18+ that subscribe to cable in the Miami Beach Zone. Rhiza for Media: 2016-08-08. Note: Percentages may not add to 100%.

South Dade

Advertising Area Profile



Zip Codes Served

- 33143
- 33144
- 33155
- 33156
- 33165
- 33173
- 33174
- 33175
- 33176
- 33183
- 33184
- 33185
- 33186
- 33193
- 33194

Demographic Profile

Gender Of Respondent	
Male	51.6%
Female	48.4%
Respondent's Age Summary	
Adults 18-24	17.9%
Adults 25-54	43.1%
Adults 55+	39.0%
Marital Status	
Single (Never Married)	30.3%
Married	50.8%
Divorced/Separated/Widowed	18.9%
Education Of Respondent	
High School Grad	33.0%
Some College	26.4%
Some Post Graduate	0.6%
Race Of Respondent	
White- Non-Hispanic	19.9%
Black/African American- Non-Hisp.	1.6%
Asian or Other- Non-Hispanic	7.4%
Hispanic	71.0%
Household Income	
Less than $35,000	29.7%
$35,000-$49,999	17.3%
$50,000-$74,999	11.2%
$75,000-$99,999	15.8%
$100,000+	26.0%
Households Family Type	
# Children Under Age 18 In HH	33.8%
Employment Status Of Respondent	
Not Employed	41.2%
Employed Full-Time	37.1%
Own Or Rent Residence	
Own	65.6%
Rent	26.0%

*The following zip codes also fall under the following coverage area zones: 33143 (Coral Gables-Key Biscayne, Miami Beach), 33144 (Coral Gables-Key Biscayne, Miami, Miami Beach), 33155 (Coral Gables-Key Biscayne, Miami Beach), 33156 (Coral Gables-Biscayne, Kendall-Perrine, Miami Beach), 33173 (Kendall-Perrine, Miami Beach), 33174 (Hialeah-Doral), 33175 (Kendall-Perrine), 33176 (Kendall-Perrine, Miami Beach), 33183 (Kendall-Perrine), 33184 (Hialeah-Doral, Kendall-Perrine), 33185 (Kendall-Perrine), 33186 (Homestead, Kendall-Perrine), 33193 (Kendall-Perrine), 33194 (Kendall-Perrine).
*Coverage subject to change.
*Zone boundaries are based on zip codes and are approximated
Source: Miami/Ft.Lauderdale, FL-Syndicated-MRI/Mosaic, Fe15-Ja16, Scarborough, Adults 18+ that subscribe to cable in the South Dade Zone. Rhiza for Media: 2016-08-08. Note: Percentages may not add to 100%.

Select the appropriate networks

COMCAST SPOTLIGHT

Determine the best investment

COMCAST SPOTLIGHT

Zone	Number of Networks	Target Demo	Number of Spots	Total Investment
South Dade	18	ADULTS 25-54	180	$3,500
Coral Gables	18	ADULTS 25-54	180	$3,500
Kendall Perrine	18	ADULTS 25-54	180	$3,500
Davie	18	ADULTS 25-54	180	$3,500
Miami Beach	18	ADULTS 25-54	180	$3,500
Homestead	18	ADULTS 25-54	180	$3,500

Total Investment: $

Name: _____ **Date:** _____ **Account Executive:** _____
PRINT NAME

Signature: _____ **Date:** _____ **Local Sales Manager:** _____

By signing the above advertiser/agency agrees to the terms and conditions as set forth on the attachment or the reverse side. The number of cable homes receiving advertisements on any network is an estimate, and may vary by geographic areas and other factors. The information provided will be periodically updated by the company. For more information, please contact your Advertising Sales Executive.

Determine the best investment

COMCAST SPOTLIGHT

Zone	Number of Networks	Target Demo	Number of Spots	Total Investment
South Dade	18	ADULTS 18-34	180	$3,500
Coral Gables	18	ADULTS 18-34	180	$3,500
Kendall Perrine	18	ADULTS 18-34	180	$3,500
Davie	18	ADULTS 18-34	180	$3,500
Miami Beach	18	ADULTS 18-34	180	$3,500
Homestead	18	ADULTS 18-34	180	$3,500

Total Investment: $

Name: _____ **Date:** _____ **Account Executive:** _____
PRINT NAME

Signature: _____ **Date:** _____ **Local Sales Manager:** _____

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Determine the best investment

COMCAST SPOTLIGHT

Zone	Number of Networks	Target Demo	Number of Spots	Total Investment
South Dade	18	WOMEN 25-54	180	$3,500
Coral Gables	18	WOMEN 25-54	180	$3,500
Kendall Perrine	18	WOMEN 25-54	180	$3,500
Davie	18	WOMEN 25-54	180	$3,500
Miami Beach	18	WOMEN 25-54	180	$3,500
Homestead	18	WOMEN 25-54	180	$3,500

Total Investment: $

Name: _____ **Date:** _____ **Account Executive:** _____
PRINT NAME

Signature: _____ **Date:** _____ **Local Sales Manager:** _____

By signing the above advertiser/agency agrees to the terms and conditions as set forth on the attachment or the reverse side. The number of cable homes receiving advertisements on any network is an estimate, and may vary by geographic areas and other factors. The information provided will be periodically updated by the company. For more information, please contact your Advertising Sales Executive.