

SPECTRUM REACH



**One advertising partner
and done.™**

MULTISCREEN

TELEVISION
STREAMING TV
DISPLAY
ONLINE VIDEO
SOCIAL
SEARCH



Spectrum
REACH®

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At Spectrum Reach, we believe that businesses thrive when communities connect. We are local advertising experts and your one advertising partner for the best content, insights, products, and people to reach anyone, anywhere, on any screen.”

DAVID KLINE

President, Spectrum Reach

WHO WE ARE

Marketing is complicated. We're not.



One partner. Every screen.

We are your one advertising partner for the most effective modern marketing solutions, with access to the most valuable content on every screen.



Unmatched insights. Full-funnel results.

We have billions of data points that drive our insights, so you can find new customers, reach them directly, and know that it worked.



Local connections. Local experts.

We make local businesses look big and big brands look local, with dedicated marketing experts who live and work in the communities we serve.





CONNECT ON EVERY SCREEN

One advertising partner and done.™

Reach the customers you need, no matter what, how, or where they're watching.

We make it easy to reach the customers you need on traditional TV, Streaming TV, Online Video, Display, Search, and Social Media, all through one advertising partner.

Work with a local advertising expert or create your own campaign using our self-service platform.



Linear
TV



Streaming
TV



Search



Display &
Online Video



Social



THE PREMIUM VIDEO EXPERTS

The greatest access to the most valuable content, harnessed for your business. With Spectrum Reach, you can connect your business with the best in entertainment, sports, and news across all screens, with direct access.

National & Local News



Plus the Top Entertainment Programming

Traditional TV:

60+ Cable Networks

Streaming TV:

450+ Premium Networks

More Than

93% Of All Live Sports



Top networks and apps across all devices



Live and On Demand Content

SPECTRUM NEWS

Your community's only premium, 24/7 local news channel.

12
STATES

60
MARKETS

14m+
HOUSEHOLDS

28m+
STREAMING TV
HOUSEHOLDS

Geo-targeted Advertising • Featured Programming

OUR REACH

Connecting with a cross-screen audience has never been easier with Spectrum Reach's Total Universe.

Total Potential Reach to our subscribers and beyond

98%

Spectrum Cable, Internet & Apps

Spectrum



SPECTRUM NEWS

Satellite, Other Partner Providers

dish

DIRECTV stream

Frontier COMMUNICATIONS

Streaming Apps and Networks

pluto tv

TLC tubitv

HGTV food

tru tv COMEDY CENTRAL

CRACKLE

Websites, Social Media & Search Engines

MSNBC

ESPN CN

Google nick

b f

YAHOO!





FIND, REACH, MEASURE

A full-funnel approach with all the answers.



Awareness

Will my advertising **reach new customers?**

Make consumers aware of your brand using billions of our data points, so you can find new customers however they're connected.



Consideration

Will my advertising **drive engagement?**

Our data-informed precise targeting allows you to reach the right customer at the right time on the right screen.



Purchase

Did my advertising **work?**

Transparent reporting using aggregated and deidentified first-party data allows you to measure campaign performance and determine customer engagement that drives purchase intent.



DATA IS IN OUR DNA

Our proprietary aggregated and de-identified first-party data from 30 million households and leading third-party insights from 70 data partners allow you to find and reach your audience, and measure performance.



Spectrum Reach is committed to maximizing television's impact and value as a marketing platform by enabling addressable capabilities across the industry. Through our industry partnerships, Spectrum Reach is one of the leaders in addressable advertising in the video market.

Our Partners: **BLOCKGRAPH** **comscore** **ampersand**



BRAND SAFETY

Your brand is safe with us. The highest industry standards, for your brand's safety and privacy.

At Spectrum Reach, your brand safety is our priority. As the first local media sales organization to achieve Platinum-level TAG Certification, we ensure the highest level of safety for your brand, by protecting against fraud, malware, and piracy.



You can be confident that your ads are only placed next to brand-safe, privacy compliant, secure content across all screens.



Verified Traffic

Moat tags on all Display, Online Video, and Streaming TV ads to monitor viewability and Invalid Traffic (IVT).



Humans, Never Bots

Proactive measures to ensure ads are delivered to humans and not bots.



Certified Whitelist

Certified publisher whitelist that exceeds industry-wide standards, which includes all ads.txt compliant sites.



CONNECT AUTHENTICALLY

Trusted neighbors. Local experts.

At Spectrum Reach, we make local businesses look big and big brands look local.

Our local teams are committed to helping our communities thrive, with first-hand knowledge of the communities where we live and work. We create custom solutions and provide award-winning creative services for your individual goals and needs.

- Our teams live, work, and shop in the neighborhoods we serve
- Dedicated teams in more than **91 communities across 36 states**
- Localized market research
- Local buying capabilities





Pay It Forward

Businesses Thrive when Communities Connect.

Spectrum Reach offers complimentary advertising resources for selected local businesses making a difference in their communities. Through our Pay It Forward program, Spectrum Reach is proud to support the local businesses that make our communities home.

Pay It Forward community impact:

1,000 Multiculturally- Owned Businesses	40+ Markets	\$50M+ Media, Resources, and Creative Services	\$10M in Small Business Grants	\$5M in Matching Value
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Meet Kernel, our award-winning, full-service, In-house creative agency and your exclusive resource.

When you team up with Kernel, you get access to big agency talent who live and work where you do. Our creative solutions make unforgettable, award-winning campaigns, and our teams across the country are all dedicated to growing your business.

Your business has a story. And we can't wait to tell it.

We specialize in:

- ▶ Creative strategy
- ▶ Design & production across all platforms
- ▶ Brand identity
- ▶ Commercials
- ▶ Multiscreen video and campaigns
- ▶ Content creation
- ▶ Events & environments

2020 Award Winners	2021 Award Winners	2022 Award Winners
13 American Advertising Awards	10 American Advertising Awards	9 American Advertising Awards
30 Telly Awards	31 Telly Awards	28 Telly Awards
	1 Community College Public Relations Organization Award	1 Communicator Award



Grassroots Creative

Kernel teams live and work where you do. We're invested in your community. We know what makes your community special – and those little nuances that you notice on your morning commute.



Data Nerds and Storytellers

Everything we do starts with your customer. We take the time to dig deep, to find the story your customers need to hear. And then, we make your business the hero.



No Small Potatoes

We treat every client like they're the next Big Thing, whether we're building full-scale, experiential events, creative campaigns that establish and build national or regional brands, or designing affordable and effective creative solutions that grow small and local businesses.



Easy and Affordable Video Options at Your Fingertips

Use our online self-service creative platform to grow your business with video. Whether you need a custom commercial that you can download right away, or if you want to do a custom shoot, we've got you covered with three fantastic options to fit your budget and your needs.

INDUSTRY EXPERTS

The industry expertise you need to reach your customers across every screen.

Build custom solutions with our extensive industry and audience insights, dedicated industry experts, and get access to premium content.



Automotive

Build your brand and drive more sales to your dealership

Healthcare & Wellness

Connect with your healthcare consumers on every screen

Home Services

Get connected to homeowners wherever and however they're connected to content

Legal

Attract new legal clients with targeted advertising

Retail

Build awareness and stay top-of-mind with advertising that reaches your retail audience across all screens

Travel & Tourism

Deliver the right message to your audience whether they're minutes from your attraction or hundreds of miles away

Political

Find and reach the voters you need wherever and whenever they're watching

Financial

Connect with investors, savers, and future clients by using specific networks and messaging



DELIVERING CONNECTIONS

Spectrum Reach delivers connections through advertising solutions that reach your audience across all screens, premium video content, unrivaled first-party data, and the support of local teams that know your neighborhood inside and out.

No matter who you need to reach, we're here to help you connect.



Local Advertising

Spectrum Reach has markets across the country with dedicated teams that know your neighborhood inside and out.



National & Agency Partners

One media partner. One local expert dedicated to your needs. Unrivaled privacy-compliant audience attribution. Countless opportunities to reach targeted audiences on every screen.



Create Campaigns Online

Use our self-service Ad Portal platform to build your own campaigns online. As easy, precise, and budget-friendly as digital advertising self-service platforms. Backed with the power to put your business next to the top TV networks, live sports and news, and streaming programming.





ONE SELF-SERVICE AD PLATFORM. THE BEST OF TV AND STREAMING.

With the Spectrum Reach Ad Portal, you get the same audience targeting and cost-effectiveness as digital advertising self-service platforms. Now with the power of your customers' favorite TV networks, premiere live sports, news, and events, and streaming apps.



Spectrum
REACH | AD PORTAL

Reach more customers than ever with TV advertising in the Ad Portal

- An easy, affordable DIY TV advertising platform that lets you build your TV schedule in less than an hour!
- Get in front of the right customers using criteria like geography, age, gender and more.
- No commercial? No worries, create it in the portal or let our experts help you. And the best thing - it's Free!
- Track the performance of your TV ads.



Try the Ad Portal Today

See what TV networks you can advertise on.
Create your free account to start building your first TV campaign today.

All fields are required.

Email

Confirm Email

Password [Show](#)

Confirm Password [Show](#)

Click here to indicate that you have read and agree to the [Spectrum Reach Ad Portal Terms and Conditions](#) and the [Spectrum Reach Privacy Statement](#)

[Create Account](#)

Already have an account? [Login](#)

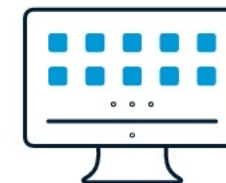
CONTACT US

Let's grow your business. We offer two ways to get started.



Connect with a local advertising expert.

Get the full-team experience of creative and marketing professionals right in your market to help you build a campaign on any screen.



Build a TV + streaming campaign online.

Create a commercial, target your audience, and monitor your campaign performance with our self-service ad platform.

Grow your business with the best content, insights, and products, with dedicated local experts that make the complex simple. **Reach anyone, anywhere, across every screen. Without limits.**



One advertising partner and done.™

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