



TELEVISION POWERFUL REACH

AT-A-GLANCE

Television is the foundation of an effective media mix and is the best medium to create awareness. Whether utilizing a thirty-second or fifteen-second commercial, the power and reach of television defines your brand.

TELEVISION ADVANTAGES

- Targets your customers and brings them to your door, placing your message alongside captivating entertainment and need-to-know information
- Connect with consumers through iconic networks and “buzz-worthy” programs - including nearly 90% of live televised sporting events*
- Entertainment networks like USA, A&E, CNN and ESPN reach a broad audience
- Lifestyle networks like HGTV, Cartoon Network and Syfy laser-target your message to specific demographics
- Use geographic targeting to hone-in on the areas where customers and prospects live
- Extend your reach beyond the Cox video subscriber with additional placement opportunities in our partner homes**
- Place video ads on Connected TV, Over the Top (OTT) and TV like inventory in primarily long-form, episodic programming and movie content

IS IT RIGHT FOR YOU?

How I want advertising to work for me:

- Create brand awareness
- Tell my brand story, my way
- Deliver messaging with high reach and frequency
- Eliminate waste by targeting consumers through demographics or location

* Sources: Nielsen MarketShare, VAB **Contact your local Cox Media Consultant for more information



ANYONE. ANYWHERE. ANY SCREEN.
Contact us today 1-855-755-2691

