



Market Snapshot








BALTIMORE

Market Overview

Effectv's Baltimore DMA consists of 16 geographic zones, encompassing nearly 1 million households. With television and digital video advertising solutions, you can engage viewers on high-quality content, wherever and whenever they watch, across all screens and devices (mobile, desktop, tablet, etc.). Deliver your message locally or across the entire market, on over 50 TV and digital networks like TNT, Discovery Channel, Bravo, and ESPN, as well as cable news and sports that feature local favorites like the Ravens, Orioles, the Maryland Terrapins, and more.

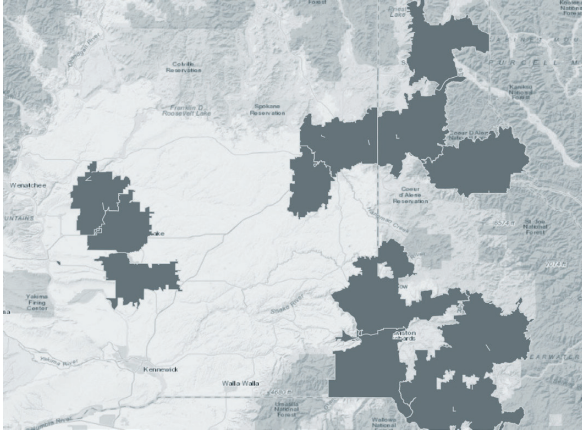
Audience

With over a thousand audience attributes available, based on sources including **Comcast viewership data**, **Experian demographic data**, and **Polk automotive data**, Effectv can help your message reach the right audience effectively and efficiently. The Baltimore audience is comprised of*:

	Gender			Race/Ethnicity			Marital Status	
	Female	52%		White	61%		Single	34%
	Male	48%		Asian	5%		(Never Married)	
	Age			Black/ African American	29%		Married	47%
	17 and under	22%		Other	5%		Divorced/ Separated/ Widowed	19%
	18-34	23%		Hispanic	6%			
	35-54	26%		HH Income			Home Ownership	
	55+	29%		\$30K-\$49,999	10%		Owner Occupied Units	60%
	College Education			\$50K-\$74,999	16%		HH with Children	31%
	Attended/ Graduated/Post Graduate	64%		\$75K-\$99,999	13%			
				\$100K+	38%			

*Source: 2018 American Community Survey; aggregated to the Designated Market Area (DMA). Generated in Esri ArcGIS. Note: Marital Status Base = Adults 15+, Education Base = Adults 25+. Percentages may not add to 100% due to rounding.

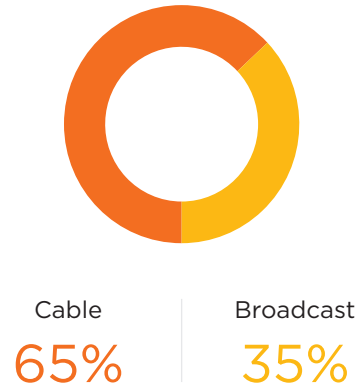
Your Local Advertising Partners



With Effectv's multiscreen advertising solutions, you have the flexibility to reach the full market or target specific cities or neighborhoods based on the unique needs of your business.

Audiences Watch More Cable in Baltimore

Average Time Spent by Network Category**



The Effectv Difference

Our audience-first approach is designed to maximize your results.



Find

We use insights from data to find the potential customers most likely to be interested in your product or service.



Target

We target your audience and deliver ads across screens by content, geography, and addressability.



Report

We report results, so you can optimize ongoing campaigns and plan more efficient future campaigns.



Prove

We analyze the results to show the impact the campaign had on your business.



**Source: Comcast Viewership Data from Aggregated Linear Viewing by Network Type. Q4 2019. Broadcast defined as NBC, CBS, FOX, ABC. Cable defined as Effectv Insertable Networks.