

Why Should an Advertiser Consider Spot Cable to Reach Hispanics?



Spot Cable offers the benefits of Network Cable, plus the added dimension of specific geographic targeting to help advertisers reach their audience more efficiently.

SHARED BENEFITS OF NATIONAL AND SPOT CABLE

Demographic targeting

Cable networks do an extremely good job of reaching specific groups of people segmented by gender, age, ethnicity, etc.

Psychographic Targeting/Powerful Programming Brands

Cable networks have powerful and recognizable brands with programming that attracts the full spectrum of psychographic targets.

Cable Corrects for Broadcast TV Underdelivery

Those consumers possessing greater discretionary income watch more than 30 hours of ad-supported cable per week. This means they watch a lot less broadcast TV. A broadcast-only TV schedule has GRP's mainly made up of less desirable, non-cable households while delivering disproportionately low media weight in cable HHs. The inclusion of Cable in a media mix helps correct this imbalance thus giving you viewers with more purchasing power.

Increased Reach

Cable, when added to a broadcast only TV has the ability to increase reach and frequency and deliver an unduplicated audience. Cable can improve your overall media mix.

UNIQUE ADVANTAGES OF USING SPOT CABLE

Geographic Targeting

Today, Cable offers advertisers the unique ability to target down to the head-end level. This means you can reach your target audience and only your target audience! If you are looking to reach just the Cuban HH's in Miami, cable can deliver them. If you are looking to deliver just the Venezuelan HHs, Cable can deliver them. Cable can target effectively, efficiently and with less waste than broadcast. And now with the advent of new technologies like Ad Tag and Ad Copy, advertisers can slice and dice, send different targeted messages to different zones based on country of origin, language preference and a host of sub-DMA criteria. Cable allows advertisers to effectively and efficiently reach their target audience better than ever before. And coming soon: "addressability," the ability to send different messages to individual households.

UNIQUE ADVANTAGES OF USING SPOT CABLE

Address Culture Over Language

Spot Cable is the only way to define Hispanics by their true media usage. You can determine the best networks for the gender and age group you are targeting across a host of Spanish-language networks. Spot Cable allows you to reach the entire Hispanic market, not just a piece of it! With the growth of 2nd-3rd-, and 4th generation Hispanics on the rise, being able to reach not just Spanish dominant Hispanics but bilingual and English dominant Hispanics is critical to a well planned, well targeted media campaign. And with Cable, you have the ability to reach them all!

Local Participation on National Promotions/Events

Marketers can tap into the power of Cable's strong programming brands and extend their marketing presence deep into the community with the local in-market tie-ins that only cable can provide. National Cable programs are also available on the local market level.

Examples of local promotional opportunities are:

- High profile program sponsorships or vignettes
- Traffic driving sweepstakes or contests tied into targeted programs
- Access to grass roots local events like the Cinco de Mayo Festival in San Diego or the Fiesta Carnival in Dallas
- Cause-related tie-ins that address issues such as childhood obesity

How to Buy Spot Cable

- To place a buy in your home market you can contact the sales organization directly.
- To place a buy outside your home market or to place a multi-market buy, contact National Cable Communications' Madelaine Casanovas 305-443-9050, madelaine_casanovas@spotcable.com
- In local markets, contact the designated representative listed on the last page of the attached decks.

For more information:

If you have questions or require additional information, contact Cynthia Perkins-Roberts at (212) 508-1233 or Cynthiap@cabletvadbureau.com

