Welcome to Comcast Spotlight, the advertising sales division of Comcast Cable.

We’re dedicated to helping our clients meet their business goals by connecting them with their customers through multiscreen video advertising. Working with companies from local startups to nationwide conglomerates, we provide the right level of support to help each business reach its target customers in brand-safe environments.

Since our founding in 2003, we’ve expanded our offerings and capabilities to match the demands and potential of an evolving media landscape. With Americans watching more video and using more devices than ever before, advertisers now have an abundance of opportunities to reach more potential customers – but they need to know where to find the right consumers.

In this media kit, we provide a look into how we help advertisers deliver impactful messaging to the right target audiences, wherever and whenever they watch video content. In the following pages, you’ll learn about the virtues of video advertising, as well as Spotlight’s distinct advertising approach, offerings, and data and expertise that customers love and trust.

Browse this document to learn about Spotlight, and then get in touch with us to discover how we can help you. We look forward to working with you.

HANK OSTER
SENIOR VICE PRESIDENT AND CHIEF OPERATING OFFICER, COMCAST SPOTLIGHT
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ABOUT US

Comcast Spotlight harnesses the power of premium video and advanced analytics to bring brands and audiences together. As the advertising sales division of Comcast Cable, we deliver traditional television and premium digital video advertising to efficiently and effectively reach the right viewers.

We combine audience targeting capabilities with valuable data insights and high-quality content, enabling advertisers of any size to reach audiences that are highly engaged and receptive to brand messaging. Rounding out our offerings are in-house creative services to help craft branded messages and campaigns.

By applying these complementary tools and capabilities within a single end-to-end approach, we simplify the often complex mission of multi-market advertising. We provide one comprehensive destination for TV and digital advertising, helping clients of all sizes launch the most streamlined and effective ad campaigns possible.

COMCAST SPOTLIGHT AT A GLANCE

Founded 2003  Headquartered in New York  67 markets  50+ demographically unique TV networks

Reach of
35 million households with TV services
26 million households with broadband internet service

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COMCAST SPOTLIGHT DIFFERENCE

We work with clients to plan and execute advertising campaigns specifically tailored to their goals.

Our customizable solutions can help companies of any size, from small and mid-sized businesses up to national enterprises, while remaining budget-conscious.

Our services can improve clients' results in every step of the sales funnel, from top-of-the-funnel awareness, through middle-of-the-funnel interest and consideration, to bottom-of-the-funnel intent and purchase.

And we support clients at every stage of the campaign process. Through the steps of audience research, creative production, results, and optimization, brands can be confident their campaigns are calibrated to achieve the greatest impact.

**Extensive Research**
We work with more than 30 data providers to create a comprehensive view of the marketplace and help pinpoint audiences. This can improve campaign results and minimize ad waste.

**Quality Content**
We deliver ads only in high-quality, brand-safe content, whenever and wherever audiences are watching.

**Precise Targeting**
Our ad solutions target audiences from TV programming across digital platforms. By targeting audiences instead of screens, brands can improve reach and engagement.

**Creative Support**
Our dedicated creative team can help craft original messaging and create on-brand video content.

**Seamless Media Buying**
We offer a cross-platform inventory so clients can buy across multiple markets, video providers, and platforms with a single media buy.

**Proven Value**
We report results so clients can see exactly how Spotlight advertising supported their brand and goals.
We aim to be advertisers’ media provider of choice by creating the best customer experience possible. To support this goal, our work is guided by the following three principles:

**We Know Advertisers — And We Listen**
Our clients count on us to be a creative and strategic collaborator dedicated to delivering ideal ad solutions. We adjust our technique to each advertiser so we can connect each brand to the right audience, in the right way.

**We Know the Audience**
We foster meaningful connections between advertisers and audiences through broad- and targeted-reach solutions. This approach is bolstered by advanced insights that help clients identify and speak to the right audiences.

**We Know the Business**
Advertisers can use our marketplace expertise to upgrade their ad strategy. We understand how to reach the right viewers with innovative multiscreen advertising, and we put this to work. Clients can target their audiences wherever they watch, and deliver video everywhere.
WHY VIDEO?

Audiences now interact with media in more ways and on more devices than ever. But even as media consumption becomes increasingly dispersed, television and premium digital video maintain a uniquely broad reach. By understanding how and where audiences spend their media time, advertisers can more accurately target potential customers across screens.

Changing Media Landscape

Audience habits are substantially different now than they were just a few years ago. Device usage continues to evolve, with viewers steadily moving toward online platforms and increasing their total media time.

Average hours per day spent with media¹

Consumers are spending more time with media overall. In just two years, average total media time increased by 18%.

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<th>Q2 2017</th>
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<td>10.2</td>
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</table>

TELEVISION

Television is unmatched in its ability to offer both broad and targeted reach. It remains the most popular media type, with the average household spending nearly 6 hours per day with TV.¹

On-demand advertising can extend television campaigns and engage viewers by showcasing additional video about advertisers’ products and services. This also casts a wide net, with 85% of households watching video on demand monthly.⁵

MYTH: CABLE IS DEAD

FACT: 80% OF TV HOUSEHOLDS HAVE MULTICHANNEL TV SERVICE, DEFINED AS WIRED CABLE, TELECOM, OR SATELLITE⁶

DIGITAL

Digital video advertising has an extensive reach that continues to grow. In any given minute, an estimated 11.6 million U.S. adults are watching digital video.⁷

The popularity of digital provides advertisers with prime opportunities. Brands can bring their TV commercials online, placing them in high-visibility areas on popular websites. And advertisers can further boost their ad effectiveness and efficiency by enhancing their digital placements with interactive features and links.

OVER-THE-TOP

Over-the-top (OTT) content is video content streamed over the internet without requiring a subscription to a wired cable, telecom, or satellite TV service. Viewers most commonly use these devices to watch OTT content:

- **Attached devices** (Apple TV, Chromecast, Amazon Fire TV, Roku, etc.)
- **Gaming consoles** (Wii, Xbox, PlayStation, etc.)
- **Smart TVs**

OTT advertising is essentially a hybrid of TV and digital, enabling viewers to watch short- and long-form internet-based content at any time in a traditional lean-back environment. This uniquely combines the strengths of both TV and digital, providing a number of benefits:

- **Addressability**: National advertisers can accurately target audiences at the household level, achieving an average of more than 75% in-demo ad views on entertainment content.8
- **Penetration**: Over 58% of the U.S. population uses an OTT device at least once a month.9
- **Authentication**: 68% of OTT ad views are from viewers who have logged in, so advertisers can be sure their messages are reaching real people.8

MULTISCREEN ADVERTISING

A multiscreen approach that combines TV and digital ad placements is proven to boost campaign effectiveness. By focusing on reaching the right viewers – rather than the right screens or programming – advertisers can seamlessly reach across all devices and pull their fragmented audience back together. With each touchpoint, brands drive viewers further into the sales funnel and toward awarding their business to advertisers they see.

A multiscreen approach is the best way for advertisers to reach all three of these viewer groups:

- **Cord-stackers**: Households that have subscriptions for both TV and streaming services.
- **Cord-cutters**: Households that have canceled their cable, satellite, or telecom service.
- **Cord-nevers**: Households that have never subscribed to a cable, satellite, or telecom service.

**MULTISCREEN ADVERTISING IMPROVES RESULTS11**

<table>
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<tr>
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<th>Improvement</th>
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<td>Ad recall</td>
<td>+30%</td>
<td>Brand/product favorability</td>
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</tbody>
</table>

MYTH: DIGITAL AND SOCIAL MEDIA ADVERTISING IS ENOUGH TO REACH TARGET AUDIENCES

FACT: 92% OF TV HOUSEHOLDS WATCH CABLE10

THAT’S WHY WE USE CABLE TV AS THE PRIMARY CAMPAIGN DRIVER AND SEAMLESSLY EXTEND THE MESSAGE ACROSS VOD AND IP-BASED PLATFORMS (MOBILE, DESKTOP, TABLET, ETC.)

Comcast Spotlight’s advertising approach is designed to maximize campaign effectiveness by delivering messages across every screen. Our multi-part equation begins with a comprehensive, holistic method to identify and target desired audiences. By using viewer data to inform strategy, we ensure advertisers get the most out of every campaign. Then, we report results, prove our impact, and optimize.

Spotlight’s dedicated media experts reinforce this approach by using advanced targeting capabilities and applying smarter data analytics. Our experts can help advertisers optimize campaigns in order to guide viewers through the marketing funnel from awareness to purchase. By doing so, we help businesses make the most of their budgets and achieve their marketing and advertising goals.
The most effective advertising campaigns are informed by data. That’s why we use data-driven solutions to find clients’ target audiences and help them focus on the markets that matter most to their business.

1. Audience Intelligence

Spotlight’s Audience Intelligence solution uses detailed, household-level data to target client audiences. Our data is paired with third-party data to provide anonymized insights on geography, demographics, and psychographics.*

2. Geographic Scalability

Precise geographic data and targeting capabilities give advertisers the ultimate scalability and flexibility. Based on the unique needs of each business, we can deliver ads to specific neighborhoods, across multiple cities, or nationwide. We can even deliver location-based variations of the same ad. With this approach, advertisers can deliver hyper-localized messages to different audiences, and potential customers see the message most relevant to them.

Clients can select any of our 500+ primary market area (PMA) zones to target their message at the ZIP code level. Together, these zones form 67 designated market areas (DMAs) that advertisers can use to target audiences at the city and regional levels.

Our reach extends beyond our owned and operated DMAs to include areas outside of the Comcast footprint. Through this interconnect system, advertisers can deliver their message at a national level with the simplicity of working directly with Spotlight.

DATA FROM

20 million Comcast set-top boxes
30+ third-party data providers

*Audience Intelligence is currently available in 25 markets for qualified regional and national advertisers. Contact a Comcast Spotlight sales representative for qualification details.

MYTH: ADVERTISERS KNOW WHAT THEIR CUSTOMERS WATCH

FACT: COMCAST HOUSEHOLDS WATCH AN AVERAGE OF 13 NETWORKS PER MONTH, AND THE TOP FIVE AD-SUPPORTED CABLE NETWORKS ACCOUNT FOR LESS THAN 15% OF LINEAR VIEWING TIME.

13. Source: Comcast Internal Data, Q4 2017. Linear Viewership only. Cable defined as all Cable Networks and excludes Broadcast and Premium Networks.
FINDING THE RIGHT AUDIENCE

3. Demographic Insights
On both TV and digital platforms, we can help clients target viewers based on more than 1,000 attributes, such as:

- Viewing trends
- Purchase behaviors
- Age and gender
- Education and occupation

4. Psychographic Insights
Our 30+ data providers help us gain insights on dozens of key audience attributes, like hobbies, brand preferences, and political leanings.
We use our household-level data to most effectively reach desired audiences. Our addressable advertising capabilities use anonymized, privacy-compliant data to enable qualified advertisers* to deliver content exclusively to the specific households within their target audience. By reaching only the most relevant and engaged audiences, companies can significantly cut down on ad waste and maximize ROI.

*Contact a Comcast Spotlight sales representative for qualification details.
We can collect and analyze campaign performance data to glean insights and learn viewers’ consumption habits. For many digital advertisers, we can use this data to optimize digital campaigns while they’re still running. This continuous calibration helps ensure maximum ROI and engagement.

We can also present our data and analysis to digital advertisers in a Digital Proof of Performance Report. The transparent report includes information on the device (connected TV, mobile device, etc.) and the content/brand (Bravo app, Deadliest Catch on VOD, etc.). We make sure this report is clear and easy to read, so clients can delve into the numbers themselves.
Video advertising can produce results at every stage of the buyer journey, driving brand awareness as well as consideration and intent to purchase. Our IMPACT Campaign Insights reports can show these full-funnel effects for individual campaigns, giving clients confidence that their advertising makes a difference.
ADVERTISING OFFERINGS

No matter the platform or device, content drives the experience and helps connect brands to their audiences in a meaningful way. We place ads exclusively within premium video in brand-safe, high-quality environments. In this way, brands reach audiences through content they already know and trust.

And we connect brands with content across screens. Our cross-platform inventory combines the power of traditional TV with newer formats like premium digital video for a broad and targeted reach.

FAST FACT

We serve advertising impressions across the digital, mobile, and TV platforms where consumers spend 76% of their media time daily.14

LINEAR TV

Offering broad and targeted reach, linear TV serves as the primary brand-building medium to drive results throughout the sales funnel.

Cable television advertising solutions marry the power of TV as a branding platform with the technology to efficiently target a message to the correct consumers, enabling advertisers to focus on the markets that matter most.

Using traditional TV as the anchor of each campaign, we target audiences across mobile, desktop, tablet, and other devices – reaching and engaging them every step of the way. This strategy enables brands to engage with potential customers no matter when or where they’re consuming video.

MYTH:
EVERYONE IS CORD-CUTTING

FACTS:
81% OF HOUSEHOLDS WITH OVER-THE-TOP SERVICES (HULU, NETFLIX, ETC.) ALSO HAVE CABLE15

56% OF U.S. TV VIEWERS ARE CORD-STACKERS, USING BOTH PAY TV AND OTT SERVICES16

50+ NETWORKS, INCLUDING:

15. Source: Nielsen January 2018 (multichannel = wired cable, telecom, and satellite; OTT based on OTT capable HHS).
CONTENT THAT CONNECTS

With consumers spending more time than ever with video content, advertisers have more opportunities to reach their audiences. Because of their broad appeal, sports events and news broadcasts remain some of the most popular content to advertise in.

SPORTS

Sports programming has an extensive reach, particularly on cable. In 2017, more than 130,000 hours of sports programming aired on cable, or 97% of all sports programming.17

Sports news and commentary accounted for another 56,000 hours of cable programming.18 And Comcast subscribers are particularly likely to tune in. In 2017, Comcast households watched 20% more cable sports programming than non-Comcast households.19

FAST FACT

Cable sports programming reached nearly 3 out of 4 adults aged 25-54 during Q4 2017.17

NEWS

Primetime news trends indicate that significant shifts toward cable are essential for maintaining consumer reach.

Viewers are spending more time with cable news – an average of 2.23 hours per week – while broadcast news viewership has stagnated.20

Premium Digital TV enables advertisers to engage with customers watching TV and long-form digital programming on any device. Whether viewers are watching content on a network website, through an app, or through Xfinity On Demand, brands can deliver messages to millions of potential customers, targeting them based on geography and video content. This helps advertisers put their message in front of cord-cutters and cord-stackers, as well as those who have never subscribed to cable or satellite TV.

Premium Digital TV impressions delivered by device across all Spotlight DMAs/zones²¹

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<td>Set-Top Box VOD</td>
<td>30%</td>
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<tr>
<td>Mobile/Tablet</td>
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²¹ Source: Comcast Spotlight internal data, April 2018.
Our Premium Digital Television offerings extend to video on demand (VOD) content, so audiences see non-skippable ads as they watch their favorite TV shows on their own schedule.

On-demand advertising enhances the impact of a television campaign by offering additional content and making it available around the clock.

With viewers choosing what and when to watch, advertisers benefit from a low-clutter environment and an engaged audience proactively selecting content. This translates to highly valuable impressions.
Premium Digital Video advertising enables brands to efficiently and accurately connect with millions of potential customers online. Targeting viewers based on geography and content, advertisers can reach their audiences through brand-safe, high-caliber content across apps and sites like Yahoo, ESPN, Business Insider, and Tubi. Advertisers can place their message in pre-roll or mid-roll video, exclusively in professional-quality video content. We offer hundreds of custom-created audience segments in a range of categories to provide clients with effective targeting opportunities.

45% MOBILE/TABLET
44% DESKTOP/LAPTOP
11% CONNECTED TV

22. Source: Comcast Spotlight internal data, April 2018.
DIGITAL DISPLAY

Digital display advertising reaches desired audiences through streaming video ad placements and well-positioned banner ads. Clients can run digital display ads on Xfinity.com, the award-winning consumer portal where our 26 million internet subscribers go to stream long- and short-form videos, check email, manage their accounts, read the latest news, and more.
Comcast Spotlight partners with advertisers to extend their marketing outreach through promotional, incremental exposure opportunities in the marketplace. We work with clients to understand their unique needs and goals, producing customized promotional programs to drive awareness beyond a traditional video campaign. These traffic- and sales-building programs may include elements like consumer sweepstakes and contests, brand integrations and partnerships, and event ideation and execution.

With each plan specifically tailored to each individual advertiser, we ensure we meet the marketing objectives of our clients.

National Promotional Examples

We’ve helped a variety of clients improve their advertising results through non-traditional campaign outreach activities, including:

• Local sponsorships of exclusive interviews, behind-the-scenes features, and music videos – all available on Xfinity X1 – with music superstars including Katy Perry, Taylor Swift, and Shawn Mendes.

• 30-second commercials that integrate advertisers within Storm Preparedness Tips from The Weather Channel and Tax Preparation Tips from CNBC.

• Series of custom commercials and long-form videos featuring a popular Food Network host preparing meals with a food manufacturer’s products.

• Promotional campaigns pairing Chevy, Ford, and Toyota dealerships with NASCAR drivers who race with that brand of car.

• Appearances by beloved network characters and talent, ranging from Nickelodeon stars to reality TV personalities on popular networks like Bravo and E!
Comcast Spotlight is here to help clients achieve their marketing and advertising goals. We deliver a new era of traditional TV and premium digital video advertising to reach audiences through high-quality content at any time, on any device. We bring together all the elements of a successful campaign:

**Targeted impressions**
We deliver audience-focused ad solutions based on viewer geography and demographics, helping our advertisers attain valuable reach with minimal waste.

**Impactful brand-building**
Ad delivery in high-quality content creates an association between advertisers and some of the most popular programming.

**Coverage across platforms and devices**
Our premium video advertising reaches viewers when and where they’re watching on any connected devices, including TV, VOD, desktop, tablet, and mobile.

**Measurable results**
We strive to help advertisers understand their campaign results and optimize effectiveness for future flights. When applicable, we analyze complete campaign results and provide insights that clients can use to improve future campaign strategies.

When brands choose Spotlight, we help them design personalized campaign strategies to maximize budgets and elevate ad effectiveness. The end result is a meaningful connection between the brand and its target audiences.

*Anywhere, any way audiences watch — consider them found.*
Our award-winning in-house creative agency helps advertisers grow their business by finding their voice, telling their story, and standing out in a hyper-competitive marketplace.

We do this by listening to our clients. We learn everything we can about each business, and then we become a true creative partner, developing ad campaigns that resonate with consumers and motivate them to take action. We produce high-quality commercials while keeping the whole process easy and enjoyable for clients.

So, whether clients have their own creative or need help producing high-quality content, we can provide the right level of support for each individual business. For brands without content, we offer comprehensive and scalable creative services.

For Comcast Spotlight advertisers, great creative is just a click or call away.

FAST FACT
“Creative” is the biggest factor in ad effectiveness, driving 47% of the final result.23

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AD DELIVERY FORMAT SPECIFICATIONS

The following are the audio and video technical specifications for SD and HD spots submitted to Comcast Technology Solutions.

All SD and HD spots must be submitted at ready-to-air lengths:
- 15 sec/450 frames
- 30 sec/900 frames
- 60 sec/1800 frames
- 90 sec/2700 frames
- 120 sec/3596 frames
- 5 min/8992 frames

### VIDEO

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</tr>
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<td>Average Levels</td>
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We team up with industry-leading associations to maximize our capabilities and the value we provide to advertisers.

Possibly our most crucial partnership is with the nation’s largest cable advertising firm, NCC Media, which acts as a single source for companies to purchase ad time across a national footprint. This enables us to place our advertisers’ messaging throughout the country, even in markets Comcast doesn’t serve. This, in turn, simplifies the process for advertisers looking to reach a national audience.

NOTABLE AWARDS

- **Gold medal for Best Integrated Marketing Campaign**, Service Industry Advertising Awards, 2017/2018
- **Outstanding Achievement for Commercials – Single Spot**, 2017 Emmys Chicago/Midwest Emmy

FOR MORE INFORMATION

SALES AND SUPPORT
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