Market Snapshot

HARRISBURG

Market Overview

Effectv's Harrisburg market consists of 11 geographic zones, encompassing over 500,000 households throughout central Pennsylvania. 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 HGTV, ESPN, USA, and Discovery Channel; a variety of leading cable news networks; and sports networks that feature favorites like Penn State, Pittsburgh, and Philadelphia teams.

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 Harrisburg audience is comprised of*:

Gender

Female	51%
Male	49%

Age

17 and under	22%
18-34	21%
35-54	25%
55+	31%

College Education

Attended/ Graduated/Post Graduate	50%

Race/Ethnicity

White	88%
Asian	2%
Black/ African American	5%
Other	4%
Hispanic	7%

HH Income

$30K-$49,999	14%
$50K-$74,999	20%
$75K-$99,999	15%
$100K+	26%

Marital Status

Single (Never Married)	27%
Married	54%
Divorced/ Separated/ Widowed	18%

Home Ownership

Owner Occupied Units	66%
HH with Children	30%

*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.

For more information, please visit www.Effectv.com/Harrisburg

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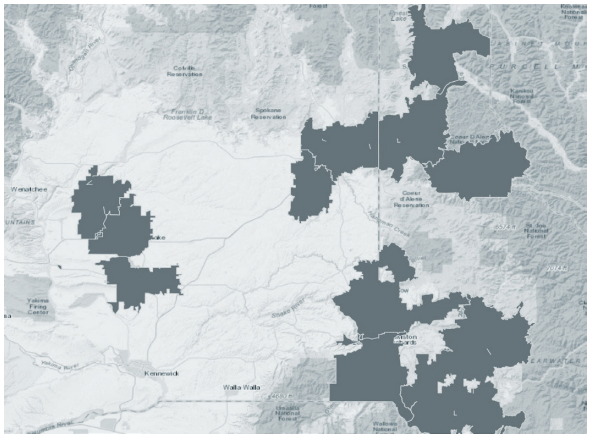
Your Local Advertising Partners



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 Harrisburg

Average Time Spent by Network Category**

Cable	Broadcast
66%	34%

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.

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