



Market Snapshot








SPRINGFIELD

Market Overview

Effectv's Springfield-Holyoke DMA covers 200,000 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 including Bravo, TNT, History, and Food Network, as well as cable news and sports networks that cover Boston-area teams and college sports.

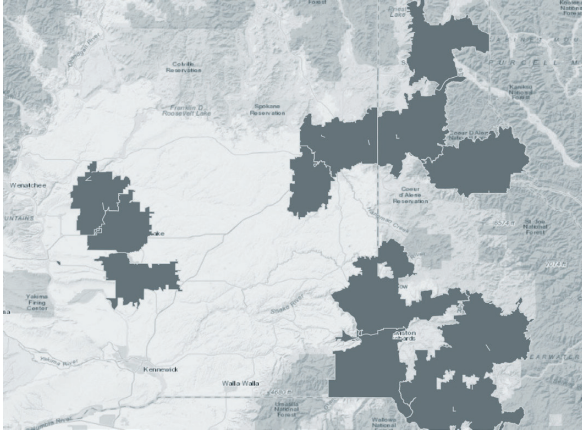
Audience

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 Springfield audience is comprised of*:

 <p>Gender</p> <p>Female 52%</p> <p>Male 48%</p>	 <p>Race/Ethnicity</p> <p>White 85%</p> <p>Asian 3%</p> <p>Black/ African American 6%</p> <p>Other 6%</p> <p>Hispanic 17%</p>	 <p>Marital Status</p> <p>Single 39% (Never Married)</p> <p>Married 42%</p> <p>Divorced/ Separated/ Widowed 19%</p>
 <p>Age</p> <p>17 and under 20%</p> <p>18-34 26%</p> <p>35-54 24%</p> <p>55+ 31%</p>	 <p>HH Income</p> <p>\$30K-\$49,999 12%</p> <p>\$50K-\$74,999 16%</p> <p>\$75K-\$99,999 13%</p> <p>\$100K+ 26%</p>	 <p>Home Ownership</p> <p>Owner Occupied 58% Units</p> <p>HH with Children 28%</p>
 <p>College Education</p> <p>Attended/ Graduated/Post Graduate 60%</p>		

*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 Springfield

Average Time Spent by Network Category**



Cable
65%

Broadcast
35%

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.