

Digital Video

Nation's Capital Region



PSN Digital Video - Targeted DC, MD & VA

The Public Service Network (PSN) has developed a digital media program with Comcast Cable in DC, MD and VA. This includes the Washington, DC and Baltimore, MD DMAs.

The program includes the distribution of the following media formats: digital banners, digital video and HD video via Comcast Cable to home subscribers across the region. Cable network partners include many well-known national brands including those featured on this page.

The base program includes more than 7 million guaranteed impressions at the following levels:

- Digital Banners – 300x250, 728x90 and 160x600 sizes: 2.7 million
- Digital Video (30 second spot): 1.4 million
- Cable Broadcast – HD video (30 second spot): 2.9 million

The digital banners and video can be tagged for tracking via the client's Google Analytics® account. In addition, clients will receive the following tracking metrics from PSN/Comcast regarding the digital video engagement:

Reporting:

- Delivered impressions
- Clicks
- Video completion percentages

PSN Digital Video Highlights

- Guaranteed PSA distribution
- Strong metrics and measurement including digital banner CTR and video playback data
- Reaches target markets via digital video and banner creative on TVs, computers and mobile devices
- Banners may be tagged for digital tracking and analytics
- Digital media networking
- Target by geographic location and other unique identifiers
- Major cable and online network partners for broadcast placement

Broadcast cable metrics will be provided that include the channel, daypart, number of airings, and total estimated impressions 18+.

