



MEDIA KIT

2025

OUR PROMISE, MISSION & VALUES



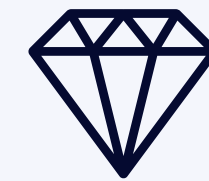
PROMISE

Antietam Media Services is a team of marketing experts specializing in commercial conception, design and production; along with digital and television marketing strategy and fulfillment. We offer quality inventory, transparent reporting and impeccable delivery of our products



MISSION

Antietam Media Services is focused on enhancing the lives of it's customers by providing the latest telecommunication services and maintaining the highest standards of excellence in customer care and world class technical service.

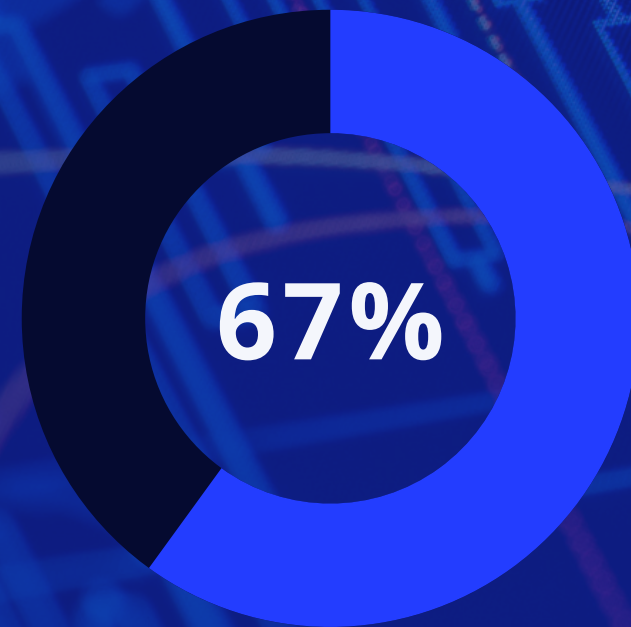


VALUES

- Credibility
- Accountability
- Customer Focus
- Growth
- Stewardship

MEDIAN HOUSEHOLD INCOME & HOUSING

for the Washington County, Maryland area



OWNER OCCUPIED
UNITS



MEDIAN
HOUSEHOLD
INCOME



TOTAL POPULATION



5 LARGEST EMPLOYERS

in Washington County

Washington County
Public Schools

4,500

3,223

Meritus
Health

Volvo
Group

1,700

1,500

Amazon

Fiserv

1,200

Education Statistics for Washington County

88.1%

**HIGH SCHOOL
GRADUATE
OR HIGHER**

22.4%

**BACHELOR'S
DEGREE OR
HIGHER**

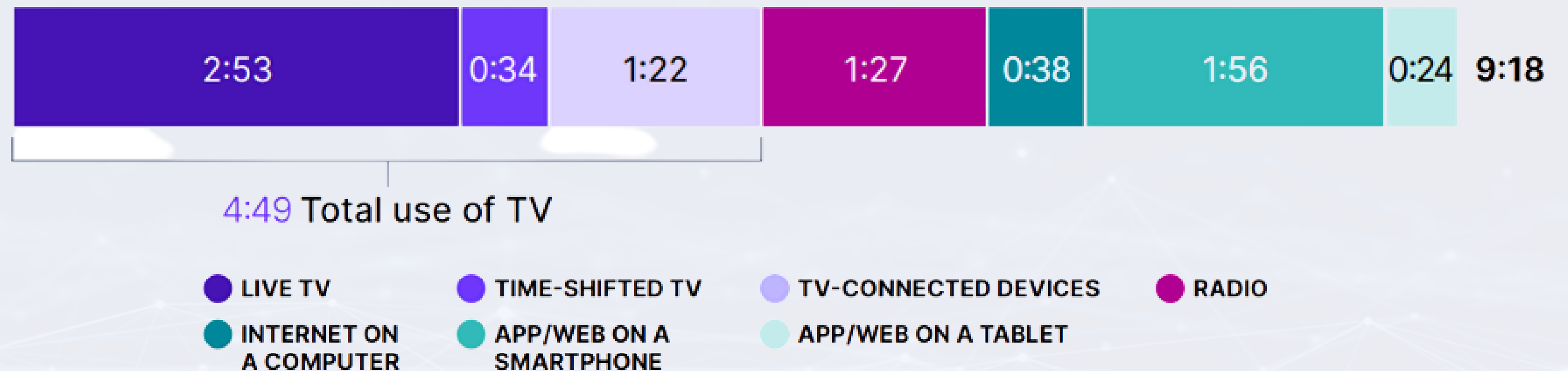
TIME SPENT

Live TV Leads the Way!

Over nine hours per day spent consuming media

Average time spent per day

Q4 2021, persons 18+, based on total U.S. population



Source: Nielsen NPOWER, Nielsen RADAR, Nielsen Total Media Fusion, Q4 2021



DID YOU KNOW?

The percentage of people who say they've been convinced to **buy a product or service** after watching a video

88%

2.5

The number of **hours per day** people watch online video

The percentage of Google searches done from mobile devices

60%

2.3 BILLION

The number of **monthly Facebook users**

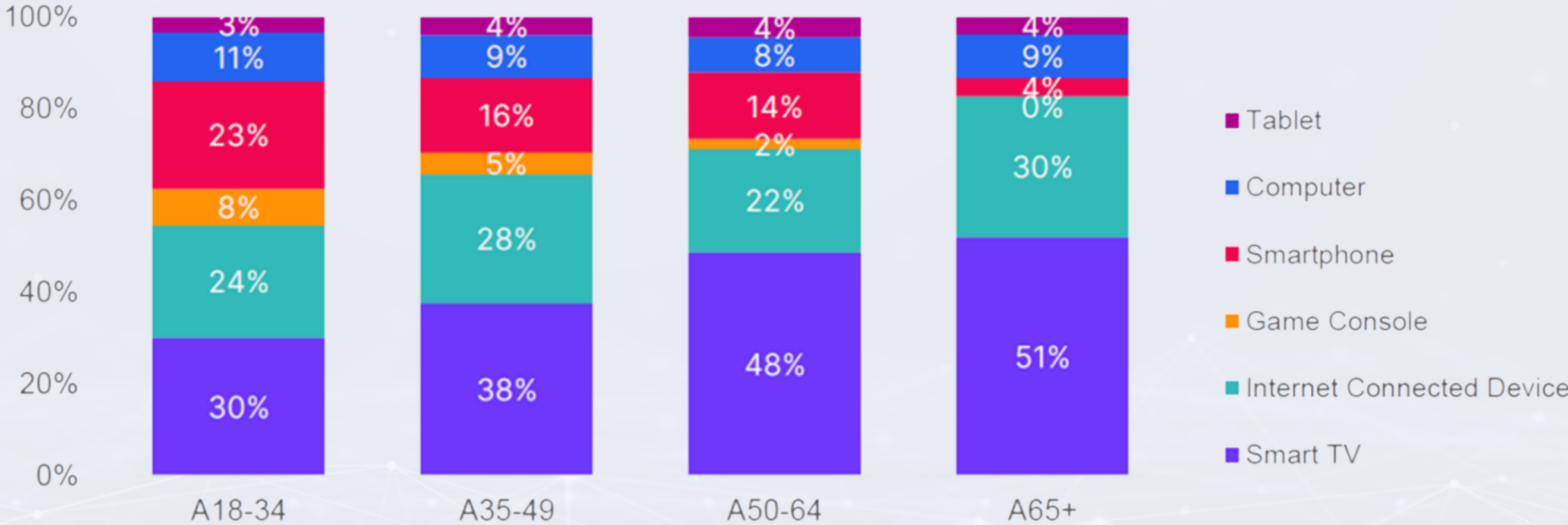
The number of times a **person checks their phone** daily.

344X

FOR VIDEO VIEWING, BIGGER (SCREEN) IS BETTER

TV glass viewing is the most preferred, but don't discount digital services. Especially among ages 18-34.

Most Preferred Devices for Video Streaming



Source: Nielsen Streaming Media Consumer Survey, January 2022
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OUR DIGITAL PRODUCTS



- Programmatic Display
- Native Advertising



- Facebook
- Instagram
- TikTok



- Pre-Roll Video
- Streaming TV
- YouTube



- Streaming Audio



- Geo-Fencing
- Microproximity



- Search Engine Marketing



- Email Marketing



- Local SEO
- Organic SEO
- Chat Widget
- Web Development
- Accessibility Widget



OUR VIDEO PRODUCTION SERVICES

Antietam Media Services Production is a nationally award-winning production facility that offers many different types of services. From popular local programming to television commercials for local and regional businesses, our producers can meet the needs of all our clients and deliver top-quality products that no one else can provide.

**TELEVISION
COMMERCIAL
PRODUCTION**

**CORPORATE
VIDEO
PRODUCTION**

**WEBSITE
VIDEOS &
MARKETING
VIDEO
MATERIALS**

**EVENT
COVERAGE**

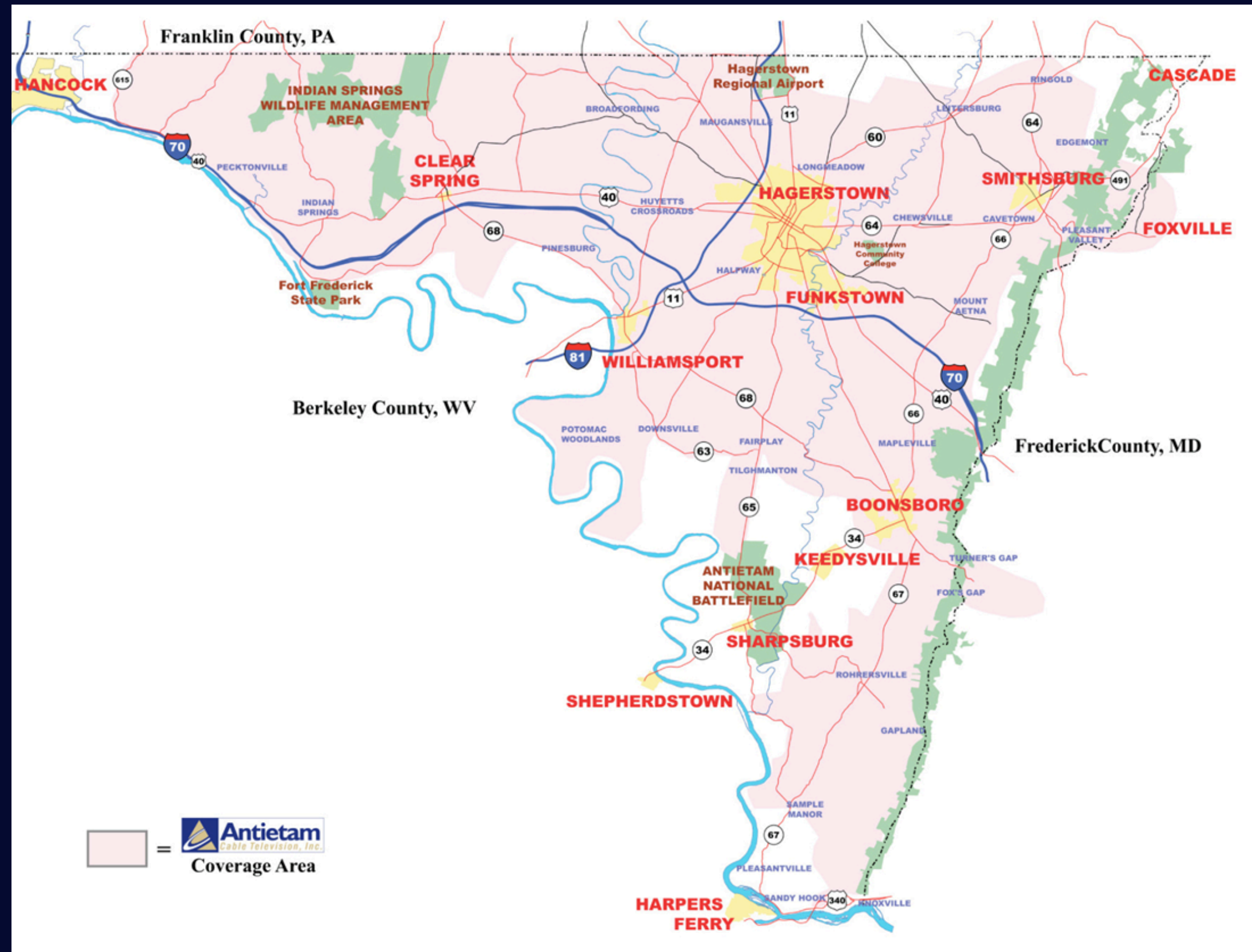
48 Targeted Cable Networks



ANTIETAM BROADBAND

Antietam Media Services is a division of Antietam Broadband

- 25,000 Subscriber Households
- Offering Comprehensive Digital Television, High-Speed Internet, and Digital Phone Service
- Homes Passed



ANTIETAM BROADBAND SERVICE AREA



**WITH OVER 40 YEARS
OF EXPERIENCE**

We would love the opportunity to work with you!