



# MEDIA KIT

2022

# OUR PROMISE, MISSION & VALUES



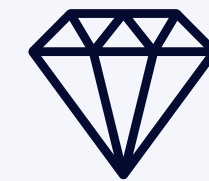
## PROMISE

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.

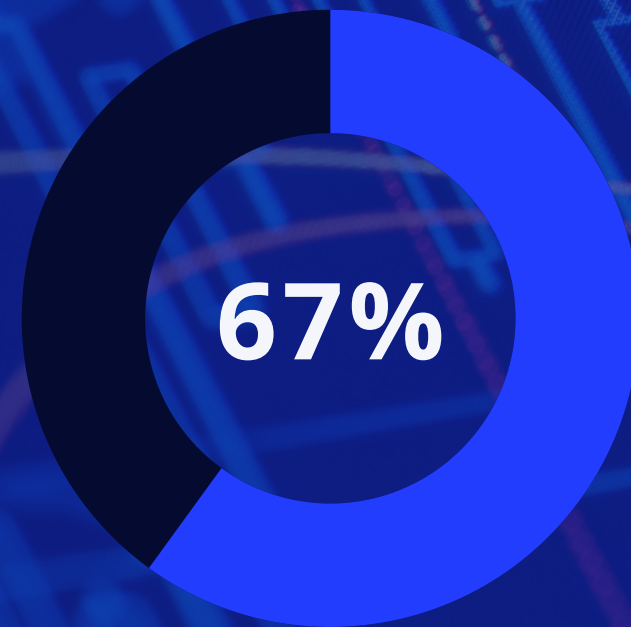


## VALUES

- Credibility
- Accountability
- Customer Focus
- Growth
- Stewardship

# MEDIAN HOUSEHOLD INCOME & HOUSING

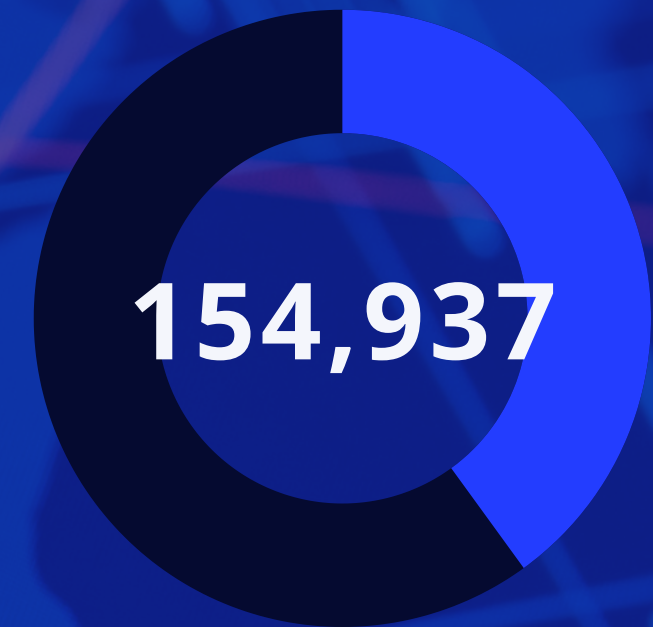
for the Washington County, Maryland area



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**

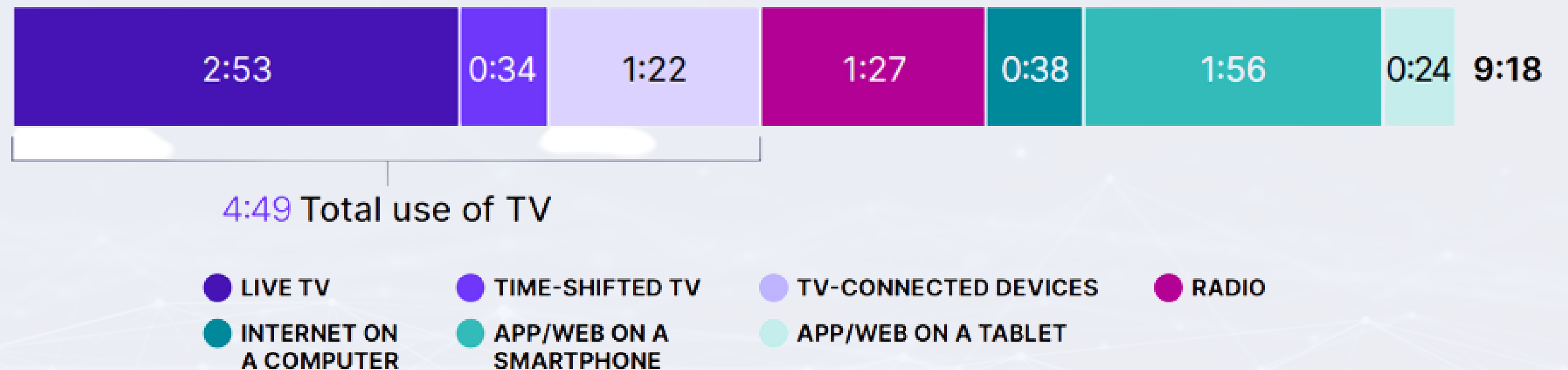
# TIME SPENT

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**

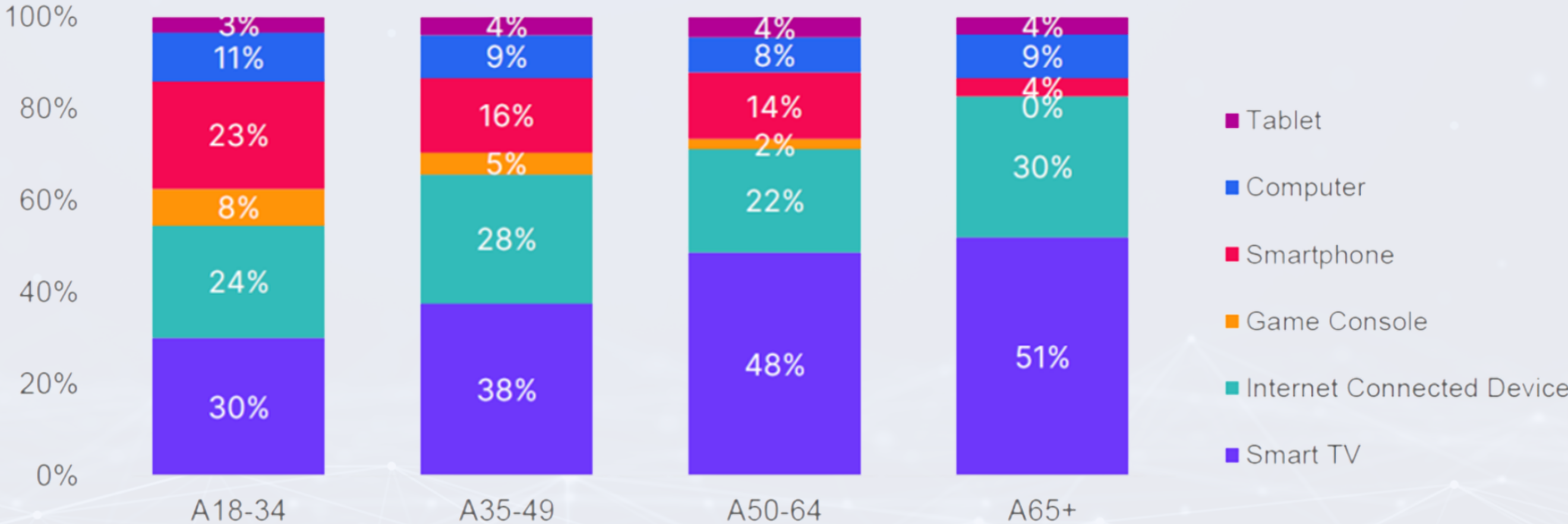
The number of times a **person checks their phone** daily.

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

CLICK ON THE  
PRODUCTS TO LEARN  
MORE



- Programmatic Display
- Native Advertising



- Facebook
- Instagram



- 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**

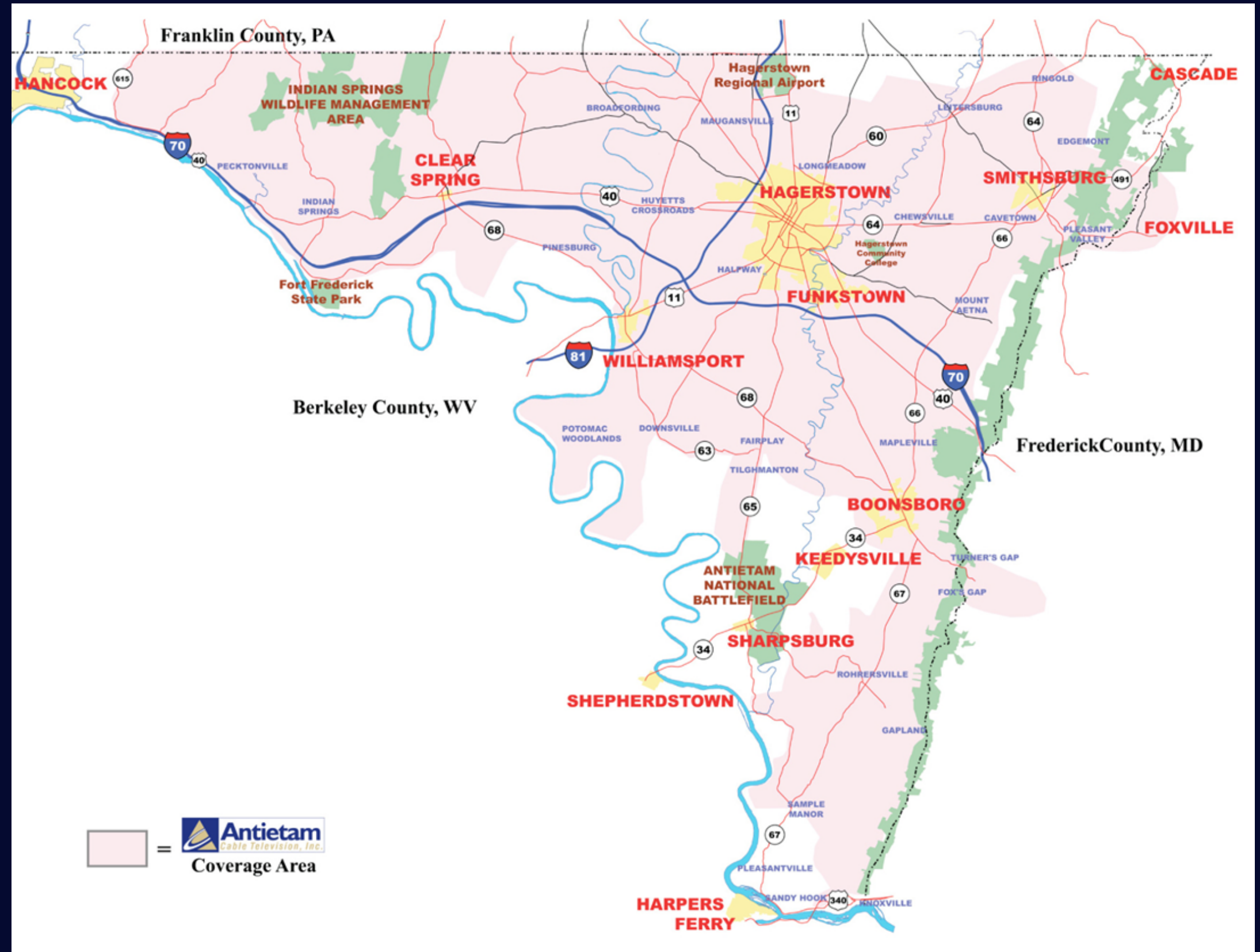
# 45 Targeted Cable Networks



# 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!