



ADVERTISING ON COMCAST.NET'S



# SIGN IN PAGE

Comcast.net's Sign In Page serves as the only gateway through which 11 million High-Speed Internet subscribers can log into their email accounts and other unique features. The site easily allows the growing broadband community access to The Fan™, live hockey video feeds, NASCAR TrackPass, games, Rhapsody Radio PLUS, personal finance portfolio, PhotoShow Deluxe 4.0, Video Mail and email in a simple one-step process.



## Features

Subscribers are required to login to gain access to the following comcast.net content:

- Email Account
- Personal Finance Portfolio
- The Fan™
- Exclusive Game Invasion Content
- NASCAR TrackPass
- Games
- Rhapsody Radio PLUS
- PhotoShow Deluxe 4.0
- Video Mail
- McAfee Security Downloads

## User Profile

- 45% Male
- 55% Female
- 72% Household Income \$50,000+
- 73% Married
- 81% College Education

## Based on the total online population, Comcast.net subscribers are...

- 21% more likely to have purchased airline tickets online\*
- 19% more likely to have purchased books online\*
- 19% more likely to have purchased clothes/ shoes/ accessories online\*
- 38% more likely to have purchased event tickets online\*
- 12% more likely to have purchased movie DVDs/ tapes online\*
- 33% more likely to have purchased music online\*

\*In the past 6 months, based on @Plan Winter/Spring 2006/2007 information Nielsen/Net Ratings, Nielsen@Plan

## Specs

### Available Ad Sizes

- 300x250

### Audio/ Animation

- Audio: On click
- Animation: 15 Seconds

### Acceptable Formats

- GIF, JPEG, SWF, HTML (With a maximum file size of 30k)

All creative is subject to Comcast's review and approval.

