



## PRESS RELEASE

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### **Summit Broadband Selects Prime Media Productions For Cable TV Advertising Partnership**

**October 22, 2019, Smithfield, VA**—Prime Media Productions, a leader in the cable TV ad sales industry, has reached a partnership agreement with Summit Broadband to manage ad sales in all of the Summit Broadband communities from Central to Southwest Florida.

Prime Media's advanced advertising platform will focus on the service provider's growing footprint in Florida to offer advertisers a multiscreen campaign opportunity. Prime Media's efforts will include a hyperlocal sales presence that is community-based as well as a national sales force to handle regional, national and political clients. Utilizing Prime Media's proprietary ad insertion solution, called AdSync, Summit Broadband's advertising platform will be supported by a robust, inserter/splicer solution that has become a trusted equipment platform for multiple system operators (MSO's) and telcos nationwide.

"This partnership will help Summit Broadband maximize its ability to generate advertising revenue with an organization that has a nationwide presence and cutting-edge solutions," said Mark Lipford, COO of Summit Broadband. "The timing of this agreement was particularly important due to the volume of political advertising available as we prepare to enter an election year. We look forward to a long and profitable relationship with Prime Media."

"We are very excited about the partnership we have executed with Summit Broadband," said Leslie Effler, President of Prime Media. "Their organization is well known in the industry and we believe that with our experience in the ad insertion space, it will be a great relationship moving forward and will result in a real synergy."

#### **About Prime Media Productions**

Prime Media is a visual communications company specializing in cable network advertising for small to medium cable providers. Prime Media's market niche has been small, rural systems, giving local advertisers the ability to affordably advertise on cable TV where most other advertising outlets are way out of their budgets.

Founded in 1990, Prime Media, headquartered in Smithfield, Virginia, inserts commercials on over 2,000 networks in 22 states, coordinating local, regional and national ad sales for its cable operator clients with a proprietary digital ad insertion solution through Prime Media's subsidiary, Digital Adware, Inc.

## About Summit Broadband



Summit Broadband is a leading fiber-optics telecommunications provider in Central and Southwest Florida. Summit Broadband provides voice, video, data and high-speed internet services to commercial and residential customers, as well as Ethernet and dark fiber transport to enterprise and carrier customers. Providing a superior customer service experience since 1994, Summit Broadband owns and operates its own fiber-optic networks, with a reach of more than 2,000 fiber route miles, serving multiple industries and communities. For more information, visit [www.summit-broadband.com](http://www.summit-broadband.com)

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