

Prime Media

A VISUAL COMMUNICATIONS COMPANY

December 31, 2024

Dear Valued Advertiser,

For over three decades, Prime Media Productions has had the privilege of serving local communities across the United States. During this time, we have proudly built a strong legacy, supported our dedicated employees, and established lasting partnerships with clients and the advertising communities in which we operate.

After thoughtful consideration, we have made the decision to transition out of the advertising representation and technology delivery business at the end of this year.

As part of this process, it was paramount to us to find a reputable and reliable partner who could carry forward our commitments to our cable partners, advertisers, and employees with the same level of care and dedication.

We are delighted to announce that, effective January 1, 2025, the majority of our operations will transition to Viamedia, a seasoned advertising representation company with over 20 years of experience, serving 72 markets across 27 states.

What This Means for You:

- **Continuity of Service:** Unless otherwise noted, you will continue working with the same account executive you know today and enjoy access to the same geographic reach, systems, and platforms.
- **Expanded Opportunities:** Viamedia will also provide new and unique advertising opportunities to help achieve your marketing goals. Since some of our coverage aligns, you will now have access to expanded coverage in some current markets as well as new digital and streaming video advertising opportunities *and more!*
- **Seamless Transition:** All active contracts and ad copy have been securely transitioned to Viamedia, ensuring no disruptions to your campaigns. You will have the same rates, same terms and access to the same inventory (and more).

Important Details for Billing:

- For any advertising campaigns running in **2024**, please continue sending payments to:
Prime Media Productions
P.O. Box 276
Smithfield, VA 23431
- For campaigns beginning in **2025**, please remit payments to:
Viamedia, Inc.
P.O. Box 950307
Louisville, KY 40295-0307

At Prime Media, we are deeply proud of the legacy we have established. As we pass the torch to Viamedia, we do so with full confidence in their ability to uphold and expand on this foundation.

Thank you for your partnership and trust. If you have any questions or require assistance, please do not hesitate to reach out.

Warm regards,

Leslie Meredith Effler

President / COO

Prime Media Productions