

Press Release

Shortt McCracken Stratton
18-7th St.
Park Avenue Center
Suite 305
Norton, VA 24273
540.679.6104
Fax: 540.679.6105
E-mail: info@sms-adv.com

FOR IMMEDIATE RELEASE

NORTON PRODUCTION HOUSE SIGNS CONTRACT WITH ADELPHIA MEDIA SERVICES

NORTON – Aspyr Digital Productions, a subsidiary of Shortt McCracken Stratton Advertising, recently signed a production agreement with Adelphia Media Services.

This agreement allows Aspyr to work with local Account Executives in the development of television ads for local businesses.

According to Charlie McCracken, vice-president of Aspyr Digital Productions, the company has been in negotiations with Adelphia since January when they were first approached by the cable provider.

“We are very thrilled to be working with Adelphia in this endeavor. We feel that both companies share similar goals and objectives for the local business owners,” McCracken said.

According to McCracken, one of the reasons the firm was first approached by Adelphia was the long track record of high quality television production and the state-of-the-art fully digital production studio housed in Aspyr.

Aspyr Digital Productions is a stand-alone subsidiary of Shortt McCracken Stratton Advertising that offers its services to business owners whether or not they are clients of SMS.

For more information regarding Aspyr Productions or Shortt McCracken Stratton Advertising, please call 540.679.6104 or visit www.sms-adv.com.