
VIAMEDIA TO REP CINCINNATI CABLE NETWORKS



Viamedia has revealed an agreement that will have them, the leading independent cable rep firm, representing advertising sales for Cincinnati Bell's system in the Cincinnati, OH DMA. President and CEO of Viamedia, Jeff Carter, said, "Partnering with Cincinnati Bell further symbolizes Viamedia's ability to achieve our goal of delivering video the highest quality ad sales representation available. We have been operating very successfully in Ohio for many years and having this opportunity to expand our footprint to the buying community will prove to be beneficial and successful for both Viamedia & Cincinnati Bell." Viamedia will represent the local, regional and national ad sales for Cincinnati Bell across 26 ad supported cable networks in the Cincinnati DMA.

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