

## **MADISON VIDEO PRODUCTION PARTNER RECEIVES 2011 TELLY AWARD**

Madison Communications is proud to announce their video production company recently earned a prestigious Telly Award for its series of TV ads called "Barney versus Ball Park." These commercials were created for ad insertion client, BallPark Motors, based in Virginia, Illinois. Now, when Madison business customers sign on for network ad insertion, they can boast that their commercial is being produced by an "award-winning" production team!

A gathering was held May 9<sup>th</sup> honoring Production Manager John Plunkett, Writer and Director Tom Snyder, and Director of Advertising Laymon Carter for their outstanding efforts on this project. The Telly Awards are presented annually to honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. The award was founded in 1978 by David Carter and each year's submissions are judged by the previous year's winners. The 32<sup>nd</sup> Annual Telly Awards received over 11,000 entries from all 50 states and 5 continents. The "Barney versus Ball Park" commercials won in the category of Promotional Branding. These commercials featured a series of humorous send-ups of the Andy Griffith television show and were filmed in black and white using vintage 1950's laugh tracks.

Madison's network ad insertion offers local and national businesses an opportunity to broadcast their own customized commercial on popular networks like ESPN, HGTV, Lifetime, TNT, Fox Sports Midwest, and Discovery for just pennies day! Best of all, the commercials air in local markets so customers reach their target efficiently! For questions on Madison's network ad insertion or the Telly Awards, contact Madison's business office at 1-800-422-4848 Monday through Saturday, 8 to 5 p.m.