SMITHFIELD, Va., Sept. 27, 2013 /PRNewswire-iReach/ -- Prime Media announced the continued expansion of its cable advertising footprint in the Northeast through its partnership with municipally operated SELCO, Shrewsbury Electric and Cable Operations, in Shrewsbury , MA. Prime Media currently represents BELD, Braintree Electric Light Department, in Braintree, MA and Norwood Light Broadband, in Norwood , MA. The addition of SELCO's subscribers to Prime Media's super zone in the Boston DMA creates a "one-click" solution for advertisers looking to easily capture a larger market share.

About SELCO – Since 1983, SELCO has operated the town of Shrewsbury's cable television system and was the very first cable system in Massachusetts to offer high-definition programming. SELCO currently provides Basic, Expanded Basic, Digital, HDTV, DVR, HD/DVR, PPV, VOD, High Speed Internet and Digital Telephone cable services.

About Prime Media Productions - Founded in 1990, Prime Media, headquartered in Smithfield, VA , is a visual communications company specializing in cable network advertising. Prime Media provides turn-key ad sales and insertion services; coordinating local, regional and National ad sales for its cable operator clients. Prime Media also offers to design and deploy additional advertising revenue streams for operators such as pay per view, VOD, on-line digital, L.O. and website monetization programs.

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