

JVC MEDIA Awarded New Marketing Services Agreement with LI MacArthur Airport



Ronkonkoma, NY –JVC Media, one of the leading independent, locally owned radio broadcast and media companies with over a dozen radio stations in New York and Florida, announced that **JVC Media has been awarded a multi-year contract to upgrade and manage all advertising signage at Long Island MacArthur Airport (ISP)**. JVC will replace all existing advertising fixtures and will invest to install brand new, state-of-the-art digital networks, landmark LED spectaculars and vibrant backlit tension fabric banners, enhancing the aesthetic appearance at the airport and providing advertisers with new opportunities to engage airport travelers. The Town of Islip owns and operates MacArthur Airport, located in Ronkonkoma, 50 miles outside New York City. **More than 4,300 people fly MacArthur Airport each day, making it one of the top 110 airports in the United States**. Located between Montauk Point 67 miles (108 km) to the east and Manhattan 50 miles (71 km) to the west, MacArthur Airport serves primarily the three million residents of Nassau and Suffolk counties. In addition, the airport serves travelers from the Greater New York Metropolitan Area and around the nation who want a more convenient alternative to the congestion at JFK and LaGuardia airports – both located in Queens.

With the addition of the LI MacArthur airport contract to its portfolio, **JVC Media now manages advertising inventory on Long Island on 5 FM Radio stations, numerous print publications including the award winning “This is Country Magazine,” and the 7,000 seat outdoor event venue The LI Community Hospital Amphitheater at Bald Hill, all these assets help JVC reach over 3.2 million consumers annually.**

This new agreement will now bring sponsorship and branding opportunities as well as short-term or seasonal packages to ISP including technology advancements like beacons, geofencing, on site displays QR coding and social media alternatives for advertisers that seek more avenues to speak to their customers.

According to the Nielsen Airport Insights Study, 42% of Frequent Flyers will visit a website or store after seeing that brand’s airport ad. 90% are likely to shop at a brand’s brick and mortar location after seeing an airport ad, while one in five say they have purchased an item they saw advertised in the airport.

“Two Million Long Islanders know all about the offerings at LI MacArthur airport and they all arrive at least an hour before boarding their flight, thanks to the very efficient security lines, making them a great audience for our Long Island media platform” said **John Caracciolo, President and CEO of JVC Media**. “We are so excited to add this facility to our media mix and by including outdoor, print, traditional radio, on-site and digital advertising to a client’s advertising program we are helping both local businesses and national brands reach broad audiences right here on Long Island every day”.

JVC Broadcasting was formed in July 2009. The company operates over one dozen radio stations in Florida and New York. In addition the company operates Long Island Events a premier NTR facilitator. We broadcast and present with the mindset that if we under promise and over deliver, have integrity in all of our relationships and create an atmosphere of high energy fun and excitement ,our results will be exceptional for our clients, listeners and our families. For additional information, visit www.jvcbroadcasting.com