



# nerej

## **Make the most of your advertising buck at rejournal.com**

February 12, 2009 - Front Section

Rejournal.com over the years has kept growing and adding new content for all commercial real estate professionals. Having such varied content, means that advertisers can choose and target who they want to reach and what is the best approach to get their message across.

First, there are the 5-star categories. This is a good way for any professional to put their name out there as a specialist in a certain area. It is a useful directory of services in a way, that has been widely used in the industry as a good contact reference point. Each category is limited to ten entries, which keeps your name on a short list in front of people that are looking for a particular service.

If you want to stand out from the crowd even more, you can inquire about our service professionals section, which is an exclusive listing with a single professional in each category.

Another alternative for targeted advertising is a banner on the news category and news story pages. This advertising is a bit less targeted, giving a choice of four categories: commercial, construction, financial and retail. The news is our most visited section and any advertisement there is guaranteed to be seen by the majority of our visitors. If you want to advertise to the greater masses, rather than targeting a specific area, your best bet is the home pages (one for each area - New England, N.Y., N.J. / Penn.) There are different sizes banners at the top and bottom of the page.

For a more affordable price, you can look into getting a hot link, which is a block in the middle of the page, which has your company logo, a short description and a link at an attractive rate. Another excellent option to guarantee a spot in the home pages is one of the features of the month. We have exclusive listings for property, company, auction, investment and development opportunity of the month and more.

This is a short guide to get you started. You can ensure an Internet presence that fits your needs and provides you with online presence in front of our thousands of visitors on rejournal.com. If you are considering taking this adventure into Internet advertising, talk to one of our publishers and they will help you choose the right option at a minimal cost. We have no contracts and no minimums. What are you waiting for? Get it now.

If you have any questions or would like to discuss anything presented here any further, don't hesitate to contact Ivan Peevski at [internet@rejournal.com](mailto:internet@rejournal.com) or better yet, comment on this article on the paper's website at <http://nerej.com/> (search for "rejournal").

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540