

## Why Advertise in *Properties*? Here are Ten Good Reasons.

1. *Properties* helps you reach new customers and create **long-lasting, profitable, win/win relationships** with a highly targeted readership of more than 30,000 key decision-makers, including property owners, managers, builders, architects, realtors and more.
2. With over **69 years of experience** connecting readers with advertisers, *Properties* is a proven player in Northeast Ohio's real estate, construction and architecture markets.
3. Affordable pricing makes *Properties* one of the most **cost-effective** methods of delivering your message to readers who need your product/services now.
4. Exposure in *Properties* increases your cash flow by **opening doors to private, negotiated projects**, including high-end residential, commercial, industrial and institutional work.
5. *Properties* will **increase your brand awareness and name recognition** to help you achieve a higher revenue. Studies show you can do 275% better\* than your competitors who do not advertise.
6. Simply stated, **print advertising works**. Recent national surveys have proven print advertising is a strong second only to face-to-face contact in promoting your product/services.
7. *Properties* offers complimentary graphic design assistance to help you **create an effective and hassle-free advertising program at no additional cost**. Provide us with your logo/art and we'll build you an ad!
8. **Reach online readers** as well. Every issue of *Properties* is also available at [www.propertiesmag.com](http://www.propertiesmag.com) in digital "eMagazine" format, featuring interactive magazine ads that deliver readers directly to advertiser websites with one mouse-click 24/7.
9. **Free website link opportunities** are provided for advertisers at [www.propertiesmag.com](http://www.propertiesmag.com). Just ask!
10. Print advertising is still **tax deductible**.

\* "Industrial Advertising Study by McGraw-Hill," by Philip H. Dougherty, New York Times, 11-11-1987

