



Grow Your Business

Marketing Opportunities for Cummings Properties clients

Several excellent opportunities exist for each Cummings Properties firm to spread the word about its goods or services to more than 500 client businesses and almost 4,000 employees and visitors daily. Advertising methods include:



Coupons

Introduce your company and promote your business by including your firm's coupon for goods and/or services in our new client welcome package.



Hallway Posters

Produce up to eight 30" x 42" posters, for display throughout Cummings Properties' buildings. Posters are mounted inside wood frames and rotated periodically.



Client Directory

Add your firm to our website's client directory. Visit www.cummings.com, click on "Client Information," then "Yellow Page Directory of Clients" and follow the "Welcoming all clients" instructions to fill out our form.



Wall Street Journal TV

Advertise on Wall Street Journal screens located in several Cummings Properties buildings. The Wall Street Journal Office Network has a presence in more than 760 Class A office buildings. Customize by market, zip code, daypart, standard industry code, and company size.



Events

Hold indoor promotional events in our building lobbies or community conference room. For outdoor events, try the Park in the Park.



Website Links

Establish a link on www.cummings.com, let us know at graphart@cummings.com and we will set up a reciprocal link at no cost. Our extensive local and regional print ad campaigns heavily promote our website and will help bring more visitors to your site.



Email Updates

Cummings Properties broadcasts a weekly email update to hundreds of client firms, individuals and media outlets announcing events, property information, special news and business profiles. Email a brief piece to client@cummings.com, and we will try to include it with a website hyperlink in an upcoming update.



Flyers

There is an 8 1/2" x 11" flyer holder at most Cummings Properties first floor elevator locations, used exclusively for client firms to advertise. Provide approximately 300 promotional flyers to the leasing office at 200 West Cummings Park for entry into the rotation.

For more information about these opportunities, please contact your property manager at 978-922-9000. Please note, proofs of hallway posters, flyers and coupons must be reviewed and approved by Cummings Properties prior to production.