

GROW YOUR BUSINESS



Marketing Opportunities for Cummings Center Clients

Several excellent opportunities exist for each Cummings Center 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.



Events

Hold promotional events in our building lobbies or community conference room. For outdoor events, try pond-side Sheehy Park!



Flyers

There is an 8 1/2" x 11" flyer holder at most Cummings Center first floor elevator locations, used exclusively for client firms to advertise. Call the leasing office at 978-922-9000 for more information and to reserve dates in the rotation.



Email Updates

Cummings Center 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 newsbrief@cummings.com, and we will try to include it with a website hyperlink in an upcoming update.



Hallway Posters

Clients are invited to produce several 30" x 42" posters mounted on black 3/16" gatorboard with a matte laminate finish for display throughout Cummings Center. Posters are mounted inside wood frames free of charge.



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.



Website Links

Establish a link on www.cummings.com, let us know at grafix@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.



Wall Street Journal TV

Advertise on Wall Street Journal screens located in several Cummings Center 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. Please contact Kate with Captivate Network at 312-576-2629 for more information and pricing.

For more information about these opportunities, please contact your account 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.

A picture is worth a 1,000 words...

Can it be worth a few customers?

You supply...

30"x 42" printed artwork mounted on black 3/16" Gatorboard (or equivalent), or printed directly on 3/16" rigid board, with a water-resistant matte or gloss finish.

We supply...

Oak display panel enclosures and installation, etc. at no charge.



Cummings Properties offers resident firms this advertising opportunity by making display panels available throughout many Cummings Center common areas. These panels may feature an ad, artwork, or other marketing material describing your company's services. Panels are then rotated periodically among several buildings, ensuring panels receive a fresh audience.

Please contact **your account manager** in the Cummings Center leasing office for more information on reserving space for several units at no charge. For help with producing an attractive, professional display, contact one of the firms listed below *(be sure to specify Cummings size panels)*.

** Please note display panels must receive approval from Cummings Center's leasing office before fabrication.*

CCI Reprographics, contact Alex Usharoff, 100 Cummings Center, Suite 107-Q.....	978-921-1166
Corbett Design and Corbett Features, contact Barry Corbett, 100 Cummings Center, Suite 314-H.....	978-232-1124
Emanio Creative, contact Evan Gross, 100 Cummings Center, Suite 221-B.....	978-338-5843
My Print and Copy, contact Rich McElroy, 100 Cummings Center, Suite 210-D.....	978-232-3552
Rockport Custom Publishing, contact Tom Tetreault, 100 Cummings Center, Suite 321-E.....	978-921-7850
Corporate Sign Concepts, contact Terry Brown, 100 Cummings Center, Suite 425-C.....	978-270-3642
Liberty Printing, contact Kim Aulson, 100 Cummings Center, Suite 160-F.....	978-777-8200

