

# 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](mailto: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](http://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](http://www.cummings.com), let us know at [grafix@cummings.com](mailto: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.