

FOR IMMEDIATE RELEASE
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**THE REAL ESTATE BOOK OFFERS INSTANT CREATION OF DISPLAY
ADVERTISING TECHNOLOGY FROM IPROMOTE**

New Service Will Increase Web Traffic For Advertisers

(Lawrenceville, GA) November 12, 2009 – To generate additional quality leads to its customers, [The Real Estate Book](#), the leading publisher of real estate information online and in print in North America, is offering advertisers the option to create online promotional campaigns, at the simple click of a button. Accessible through *The Real Estate Book's* advertising management system, the One-Click Advertising© technology by iPromote allows customers to instantly create rich-media display ads to run prominently across a network of hundreds of premium Web destinations.

“We’re always looking for ways to boost value for our customers by increasing the quality leads that we deliver to them,” says Scott Dixon, Network Communications, Inc.’s president of the real estate division. “We’re excited to be able to offer them the ability to augment their online exposure with ad campaigns they create easily and instantly – and give today’s home buyer the photos and video they seek when shopping for a new home.”

Once logged onto *The Real Estate Book's* advertising management system, AMS 2.0, customers can create their own display ads by clicking on the iPromote link, and following the simple steps of building custom advertisements. They can promote any URL they wish – their personal web site, company web site, Facebook fan page, or their personal profile or listings on [RealEstateBook.com](#). iPromote technology scans their Web pages for content such as images, text, audio, or video and intuitively creates professional-quality, rich-media advertising packages with five different ad sizes, in a matter of seconds.

Advertisers have complete control over where to market their listings. They can promote their listings locally, nationally or even internationally with point-and-click ease. Real-time maps and graphs show exactly how well their ads perform in different areas.

Ads are displayed on the iPromote ad network which reaches over 40 million unique people a month across hundreds of premium websites like MSN, Yahoo and Facebook. iPromote’s proprietary ad serving technology automatically optimizes the promotion to appear more often on the sites on which they perform best.

To make this service even more cost-efficient, advertisers pay per click, and set their own budgets. They can also determine start/stop dates and adjust target audiences in real time, so advertisers drive traffic to their Web pages exactly when they need it.

The Real Estate Book has been helping real estate professionals connect with buyers and sellers for over 30 years. Available in print and online in over 400 markets across the U.S., Canada and the Caribbean, *The Real Estate Book* delivers credible, proven results to its advertisers who benefit from a wealth of experience and an integrated media platform that showcases their listings in a variety of ways. With 8 million magazines in print every 4 weeks,

The Real Estate Book gets nearly 2 million unique visitors on its Web site, www.RealEstateBook.com, and features thousands of homes for sale, new home communities, and local information.

About Network Communications, Inc.

Network Communications, Inc. is the leading publisher of printed and online real estate information in North America. The company was acquired by Court Square Capital Partners in January of 2005. Its magazines are read by over 12 million readers in over 500 markets and deliver more than one million leads to advertisers each month. Network Communications' assets, *The Real Estate Book®*, *Apartment Finder / Blue Book™*, *Mature Living Choices®*, *Black's Guide®*, *New Home Finder®*, *Unique Homes™*, By Design Publishing, *Kansas City Homes & Gardens™*, *Atlanta Homes & Lifestyles*, *Atlanta Home Improvement*, *At Home In Arkansas*, *Relocating in Las Vegas*, *Colorado Homes & Lifestyles*, *St. Louis Homes & Lifestyles*, *Seattle Homes & Lifestyles*, and *Mountain Living*, include publications that millions of readers around the country turn to when looking for the latest information about the real estate and home design markets. For more information, visit www.nci.com.

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Media Contact:

Tami Gross-McCarthy

TMG

212.750.5755

tami@mgpr.com