



## Tru-Measure Online Advertising

**Expand the reach and effectiveness of your marketing efforts with Tru-Measure Online Ads. Leverage your investment in outdoor signage, print material and website development by:**

- Engaging with prospective tenants much earlier in their decision making process
- Combining several buildings in a single ad and sub-dividing the cost
- Including detailed content in a small ad space using interactive elements and links



An interactive ad in mainstream media links to websites that contain stacking plans and marketing drawings.

Tru-Measure Online Ads are unique in that they are database driven – linked to our Tru-Measure Hosting service. For each property you are advertising, you can include several 'pages' of additional information such as stacking plans, floor plans, video walkthroughs and 3D renderings of your CAD drawings.

**To help you visualize this solution, we have an online demo available on our website:**  
**[www.spacedatabase.com/property\\_marketingWebAds.html](http://www.spacedatabase.com/property_marketingWebAds.html)**

If you would like to test this service with your listings, we will set up an affordable test campaign that will let you assess the response and engagement you can achieve with detailed statistics on page views and click-through rates.

**In all cases, you have full control of all aspects of the campaigns:**

- how much do you want to spend? (set a cap)
- which web sites do you want to use? (mass audience or targeted/niche sites)
- what time of day should your ads be displayed?
- what geographic markets do you want to reach your target audience?

**Call 416-516-8920 x.236 or email: [gmounsey@spacedatabase.com](mailto:gmounsey@spacedatabase.com) for more information.**



## Tru-Measure Email Marketing

We know that a picture is worth a thousand words... but when it comes to email, that can be tricky. Many commercial real estate brokers use their Blackberries or iPhones far more than they use desktops or laptops. To reach this vital audience, you need to deliver emails with simplified graphical content that is readable on the handheld screen.

**Space Database has recently launched the Tru-Measure Email Marketing tool that helps you:**

- Communicate more effectively with a larger network of brokers
- Push content to the right people rather than waiting for them to search for you
- Easily send and forward listings and drawings to prospects
- Ensure your message is readable on BlackBerries and other smart-phones



Availability reports with built in search functions can be distributed as email campaigns.

**Space Database has developed marketing solutions that will deliver your listings directly to the tiny screen. There are several components:**

- Email marketing campaigns that display in both older and newer devices
- Links to drawings that look great on small and large screens
- Search functionality that lets the recipient find just the right space
- Links to building websites designed for handheld display
- Functionality to let brokers and others forward new emails and listings to their customers and prospects

**For an assessment of how these services may benefit your portfolio, please call:**

416-516-8920 or toll-free: 1-877-516-8920 x.236 (Greg Mounsey)

Or e-mail: [gmounsey@spacedatabase.com](mailto:gmounsey@spacedatabase.com)