

## NANI can move real estate.

As the real estate market has tightened, developers need to generate leads and traffic to their websites. Here is your chance to build substantial advertising in this extensive market.

**THE NANI DIFFERENCE:** NANI Ads are the best way to advertise in thousands of local publications in the US. You can reach millions of homes in North America with just one order. Less paperwork, less hassle!



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## REASONS TO CHOOSE NANI:

1. **NATIONAL COVERAGE:** One buy provides more than 32 million copies per week in the US.
2. **CONVENIENT:** No need to call thousands of publications. NANI offers you one buy convenience.
3. **FLEXIBLE:** Rotate and update your advertising message weekly.
4. **EFFECTIVE:** Research shows that consumers look to their local paper for information about products and services.
5. **VISIBLE:** Since NANI publications are free, your message reaches nearly every household in the market.
6. **RELIABLE:** Publication is audited by AFCP and circulation is audited by independent certified audit firms.
7. **GUARANTEED:** NANI is the only network that provides minimum guaranteed distribution.

THE KEY TO SELLING REAL ESTATE IS CREATING AWARENESS AMONG A HUGE NUMBER OF POTENTIAL BUYERS. DEVELOPERS NEED TO ADVERTISE TO AS MANY PEOPLE AS POSSIBLE TO CREATE AWARENESS. NANI REACHES A WIDER AUDIENCE THAN ANY OTHER NETWORK. NANI ALSO DIRECTS POTENTIAL BUYERS TO DEVELOPER'S WEBSITES, GENERATING SUBSTANTIAL INTEREST IN THEIR REAL ESTATE PROJECTS. THERE SIMPLY IS A NO MORE EFFICIENT OR EFFECTIVE WAY FOR YOU TO REACH SUCH A WIDE AUDIENCE.



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