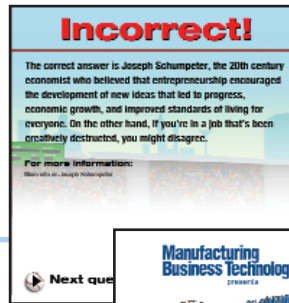
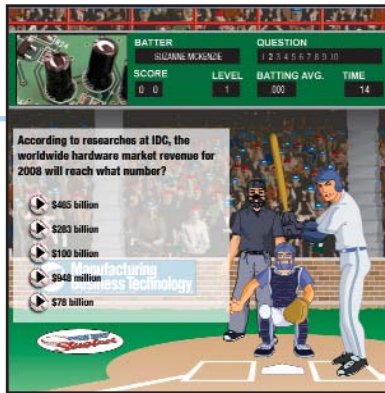
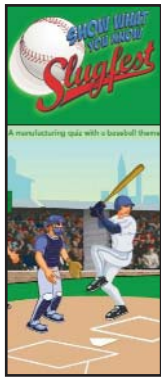


# eGame Advertising



In a world where consumers are inundated by millions of advertising messages, getting the attention of your audience can be challenging. We have a solution for you: eGames are fun, creative, and entertaining; it is a great way to tell a story or educate your potential customers about what you have to offer.

**Branding:** This format encourages people to discover your product in a fun way by creating a lasting impression. It also gives a unique personality by using images and cues to represent your brand.

**Higher Response Rate:** Due to the entertainment factor, it has a greater motivation for readers to click on these than other types of advertising.

**Deeper Connection:** Through stimulating graphical movement and the use of audio and video, eGames give users better consumer interaction and brand experience unmatched by traditional GIF and JPEG ads.

**Educational:** Using questions and answers, the eGame engages the viewer in an interactive brand experience that helps them learn more about your products and services.

**Unique:** eGames offer users time to relax, take a break, to learn, and share with others. It provides amusement and makes people curious about your company.

**Effective Marketing Tool:** People associate games with "fun" and are more willing to click on them. Plus, people like to send eGames to their friends. It is perfect for virtual marketing.

**Expert Targeting:** We will announce your eGame on our eNewsletters and our web site. Our expertise in the furniture industry ensures that your branding and advertising message reaches your target market.

**A Receptive and Responsive Audience:** Our sites are destination sites; our readers come looking for information and browse through the site page by page. They are receptive to the right brand messages, and they have the time and attention to entertain relevant and engaging offers.

**Cost-effective:** eGames yield a higher response rate, which makes this option an intriguing solution for maximum ROI.

## Requirements for eGames:

- A broadband internet connection
- The latest Flash player (Free download from Macromedia at [www.macromedia.com](http://www.macromedia.com))
- Please provide your logo (preferably a vector-based EPS file)
- 20 questions complete with answers, a statement about the correct answer, and any related links
- Please allow 3+ weeks lead time for the setup process

For more information, contact your sales representative or email us at [internet@reedbusiness.com](mailto:internet@reedbusiness.com)

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