



Press Release Contact Information:

Martin Lemieux
Smartads
President
1-29 Strathcona Ave South
Hamilton, Ontario
Canada, L8P4J1
Voice: 905-393-3169
E-Mail: [Email us Here](mailto:info@smartads.com)
Website: [Visit Our Website](http://www.smartads.com)

Smartads Re-Launches PRarticle.com - Press Release Directory!

After 2 years of waiting for the right time, Martin Lemieux - owner of Smartads re-designs and re-launches www.PRarticle.com with a brand new look & feel, and many new features as well.

/24-7PressRelease/ - HAMILTON, ON, CANADA, May 14, 2008 - "Press release marketing online has dramatically increased over the years - this turn of events has allowed thousands of companies to create their own public relations campaign all via the internet, including submissions to <http://www.PRarticle.com>," asserts Martin Lemieux

"Smartads has always displayed press releases online through it's network of article directories, but this re-launch of PRarticle.com is going to help deliver those press releases into the hands of other online distribution networks, news publications, and will be viewed by many industry experts world wide," Martin adds.

Online vs. Print:

Press releases have been added in print newspapers since the dawn of newspaper distribution. - "The internet has given companies the opportunity to deliver their news without the need to personally know news editors, or to send differently formatted news releases by mail which can ultimately get really expensive," says Martin

Companies can submit press releases by regular mail simply by formatting their news release for editors to review, edit and potential use as their information source. It's important for a companies marketing efforts to keep their interests known in the public eye.

"I've mailed out many press releases to news editors, but not once have they ever used my news piece. Editors aren't typically interested in the 'little guys news'. These days, instead of waisting my time sending mail, I submit press releases to ePublication directories and still get amazing exposure for my companies news," adds Mr. Lemieux

"Even if a company is after local exposure vs. world wide, they can still acheive these important result online, because search engines utilize local content matching to determine the source location of the information. By simply adding your city, province/state/territory, and country, you too can target your local community online," Martin explains.

Press release directories online have been around for a long time, but only in the last 2 years have companies picked up on this unique marketing strategy. - "Even the big boys in every industry hire teams of experts just to capitalize on this unique method of advertising!" adds Mr. Lemieux

PRarticle.com Has Been Designed To Sell Sell Sell!

With a quick look at this newly designed website, one can certain tell that PRarticle.com has been re-designed to feature companies very well. With many distribution categories, local targeting, and web 2.0 features, PRarticle.com is sure to help sell press releases to editors online and offline world wide.

"News reporters no longer depend 100% on contacts they have made over the years, this is the old way of reporting news. Instead - news teams now keep a close eye on online distribution networks that syndicate news as soon as it's submitted by users online. Many top news blogs, article directories, press release directories, and other ePublication networks often beat news casts to the punch-line. In-fact most reporters have their own blog so that viewers can submit news stories from their local market, thus giving these reporters an edge on real-time information," Martin Lemieux concludes.

About Smartads:

Smartads has been distributing articles, tips, and presss releases online since 2001 and continues to deliver quality marketing directories for companies to get major exposure online.

About PRarticle.com:

PRarticle.com is an ePublication press release syndication directory that allows companies world wide to submit press release news 24/7.

Contact:

Martin Lemieux
Smartads President

TEL: (905)393-3169

Email: <http://www.PRarticle.com/contact/>

WEB: <http://www.PRarticle.com/>

Submit: <http://www.prarticle.com/submit-press-release/>

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