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Trader Electronic Media Takes a Vacation

By Brooke Garrity

Trader Electronic Media Takes a Vacation by Brooke Garrity

Norfolk, VA -Having successfully developed niche advertising for every type of industry from homes to boats to jobs, Trader Electronic Media and Trader Publishing Company are now taking on the travel industry with their three vacation dedicated sites: RoomSaver.com, RentJillsHouse.com and TheVacationSaver.com.

With ferocious competition already dominating the travel industry, Trader has developed their new businesses with a different angle in mind. Rather than adding yet another third-party booking engine to the endless list of Expedia, Orbitz and Travelocity, Trader's new businesses are portal sites. Designed to usher vacationers directly to the advertising property's own website or through direct phone calls, Trader hopes to offer advertiser's and vacationers new ways to book their vacations.

For vacationers searching the Internet for hotel deals Trader offers RoomSaver.com. RoomSaver.com provides travelers with a user-friendly way to browse over 11,000 hotel and motel listings and easily navigate the detailed results. Travelers can search all over the United States and Canada for discounted hotels and motels. Rather than booking online through RoomSaver.com, you will search your options and then link directly to the hotel of your choice to make your reservation. Eliminating the third-party booking allows RoomSaver.com and the hotels to offer travelers more rooms at better prices!

Tapping an untouched industry, Trader launched RentJillsHouse.com as the premier online solution for locating vacation rental homes and properties. The website offers information on thousands of vacation rental houses in popular U.S. destinations ranging from the Outer Banks of North Carolina to Lake Tahoe. With its comprehensive database, user-friendly and technologically advanced site, RentJillsHouse.com offers a one-stop shopping for travelers, vacation property owners and Brokers.

In August of this year, Trader launched TheVacationSaver.com a website devoted to connecting travelers to unbeatable vacation package deals to resorts across the nation. Connecting travelers directly to the vacation package deals eliminates the middleman, allowing travelers to find more reasonable offers. The site also features lodging, complimentary tickets to nearby events or attractions

and perks such as free meals or cash certificates.

As subsidiaries of Trader Publishing Company, the nation's largest publisher of photo-classified publications, RoomSaver.com, RentJillsHouse.com and TheVacationSaver.com are parts of a network of over 15 websites including ForRent.com, HarmonHomes.com and EmploymentGuide.com, all accessible at TraderOnline.com. Trader also publishes 680 classified ad publications, which reach 80 percent of the U.S. population. These publications serve over 175 major markets and are distributed at approximately 360,000 points nationwide with a combined circulation exceeding 9 million per week. Such publications include Auto Trader, Boat Trader, Walnecks, Parenthood, For Rent and Employment Guide magazines. RentJillsHouse.com, TheVacationSaver.com and RoomSaver.com are all featured in these publications as well as on the numerous Trader websites.

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Brooke Garrity is the Marketing Assistant for RoomSaver.com, a division of Trader Publishing Company.

Siebert Realty and RentJillsHouse.com to Bring More Tourism to Sandbridge Virginia Beach

By Jackie Moniot

September 22, 2004, Norfolk, VA. - Siebert Realty is one of the newest Broker firms to list their vacation rentals on Trader Publishing Company's new website for finding vacation rental homes, RentJillsHouse.com. This new match should drive more business to the tourism market of Virginia Beach.

"Siebert Realty has one of the best selections of vacation rentals in Sandbridge," states Jill Hammond, the Business Development Manager of RentJillsHouse.com. "Together, we will work to increase awareness and tourism to the area." It is the goal of RentJillsHouse.com to be a portal website, which ushers the traffic it receives as part of Trader Electronic Media to Siebert Realty's own website. Potential visitors may book their reservations on the website, or they may call directly at the toll free number 888-242-0388.

Siebert Realty represents over 360 fully furnished beach home and condo rentals in the Sandbridge section of Virginia Beach, Virginia, which is about 20 minutes south of the Boardwalk area. The Siebert Realty website not only lists rentals in the area, but also includes recommended area attractions, popular restaurants, a calendar of events, maps and current weather conditions.

RentJillsHouse.com is the ultimate online solution for locating vacation rental homes and properties. The site is user-friendly and offers information on thousands of vacation rental houses in popular U.S. destinations ranging from the Outer Banks of North Carolina to Lake Tahoe. The website's purpose is to bring vacation homeowners, Brokers and vacationers together through the ease and convenience of the Internet.

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Headquartered in Norfolk, VA., RentJillsHouse.com is part of Trader Electronic Media's family of over 15 websites, which includes TraderOnline.com. Trader's high-traffic websites receive millions of visitors each week. The sites cover virtually every used vehicle and general merchandise category, including apartments, homes, employment and hotel lodging. Trader Electronic Media is a division of Trader Publishing Company. For more information about RentJillsHouse.com, call toll free 866-369-8611 or visit www.RentJillsHouse.com.

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Jackie Moniot is the Marketing Assistant for RentJillsHouse.com and TheVacationSaver.com, which are divisions of Trader Publishing Company, the nation's largest distributor of classified ad publications.

Siebert Realty and RentJillsHouse.com to Bring More Tourism to Sandbridge Virginia Beach
Vacation At Your Own Risk With Independently Owned Vacation Rentals

TheVacationSaver.com Does It Backwards

When it Comes to Internet Advertising, Return on Investment is the Biggest Concern for Vacation
Rental Brokers and Property Managers

Keep Family Reunions Under One Roof

Yard Sale Secrets Revealed

The Classified List

Press Release E-Manual

Instant Info-Product Business

Easy PDF Publisher's Toolkit



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