



## **NYREJ.com introduces Flip Books: A unique & easy way to view newspaper**

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Patrick Dugan, New York Real Estate Journal website director, has made available the new NYREJ Flip Books which appear on the popular NYREJ.com site. Each section of the NYREJ newspaper will appear online in a Flip Book version. With Flip Books, you can read the information in a manner similar to a printed book.

All readers who subscribe to the newspaper and/or paper sites will have access. NYREJ Flip Books can be easily viewed on your office desktop computer, your home laptop or your hand mobile device.

Flip Books are a digitalized version of the NYREJ publications. Users can flip through animated pages full of images and articles as if the publication was directly in front of them. Select a section of the paper, click on the name and it will automatically bring you to that sections Flip Book. Click on the image and you can read that section of the paper, just like you are holding the newspaper.

One of the most important aspects of the Flip Book is that all newspaper advertisers are linked directly to their websites from the Flip Book, a free service.

The reader can send a link through social networking sites like Twitter, Facebook and Linked In. And the reader can bookmark, search, save or send pages via email.

The New York Real Estate Journal, a commercial real estate marketing specialist for over 20 years, is adapting new technology to help our valued readers and advertisers.

The NYREJ Flip Books are produced using Mediaparts Interactive's Flipping Book Publisher technology. To access the NYREJ.com paper site this month, the password is "SAFE." Contact Patrick Dugan at [pdugan@nyrej.com](mailto:pdugan@nyrej.com) with any questions or comments.

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