

HT Mart Launches an Advertising Campaign with Residential Systems Magazine

HT Mart has launched an online and offline year-end ad campaign targeting Residential Systems magazine.

December 3, 2008 (FPRC) -- Atlanta, GA - HT Mart (a.k.a. Home Theater Mart), has launched a new advertising campaign designed to build brand awareness. The initiative includes traditional print, as well as online advertising. HT Mart is a featured advertiser in Residential Systems during the months of November and December 2008.

The campaign focuses on our unique Home Theater Decor products, and our wide array of Home Theater Resources that include everything from Screen and Seating Calculators, to Home Theater Setup and HDTV Antenna guides. Our home theater products and free resources are available to the do-it yourself lay-person, home theater contractors, art house theaters, and large movie chains.

The print and online ads are designed to complement each other and deliver our brand name on two fronts. The campaign launched on Nov. 1st, 2008 with online media components mainly targeting the Home Theater section of ResidentialSystems.com web site. The print component includes full-color print ads in the November and December issues of Residential Systems magazine. The two-front ad campaign will run until the end of the year.

The November issue of Residential Systems includes a CEDIA Expo Review, a Home Theater article on audio phantom imaging by columnist, Tony Grimani, and a feature article on residential audio/video integration control systems by editorial director, Jeremy J. Glowacki. This type of content is exactly what home theater builders and designers are looking for, and is a perfect complement to what HT Mart offers.

Distribution:

Residential Systems magazine is published monthly by NewBay Media LLC in New York, NY. Residential Systems magazine is read by system integrators, home theater installers, and other industry professionals. Readers look to Residential Systems for industry news, product information, advice and how-to articles.

"We strive to create a great customer experience for our shoppers, with helpful pre-shopping resources and free online tools, and after purchase customer support. The aim of this ad campaign is to showcase our company benefits, and to increase brand awareness." said Robert Schlecht, President of HT Mart.

See our full-color print ad on Page 58 of the November issue of Residential Systems magazine, and visit <http://www.resmagonline.com/section/home-theater.aspx> to view a sample HT Mart online banner ad.

About HT Mart:

HT Mart (a.k.a. Home Theater Mart), located north of Atlanta, GA is a niche e-tailer specializing in Home Theater products, information and resources. The company's home theater products have

been sold to laypeople and professional home theater installers from coast to coast. Founded in 2005, HT Mart is one of the leading online retailers of home theater products and a prime source of home theater information.

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Keywords

[Home Theater Decor](#)
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