



# ConnectThru.com at adtech:NY, It's a New York Thing, Baby!

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*The interactive marketing community of New York City and its surrounding environs now has a dedicated online newsletter and corresponding website, ConnectThru.com. Catch its debut on November, 6th 2006. Contributing staff will be exhibiting the new venture at the 2006 adtech:NY conference to be held at the New York Hilton on November 6 to 8th . Enthusiastic folks from ConnectThru.com can barely wait to man Booth 2500 during the conference.*

PR9.NET November 15, 2006 - New York, NY – With ambitions and aspirations to match those of a budding Broadway star, a unique interactive marketing newsletter, ConnectThru.com, will be exhibiting at the adtech:NY conference from November 6 to 8th. ConnectThru.com initially began as an idea when a collaborative ensemble of professionals decided that "The City that Never Sleeps" was deserving of its own online review devoted to interactive marketing.

That vision has led to an email-based newsletter and dynamic website that not only brings readers compelling stories and insightful features with a fresh New York City perspective, but inviting interested writers to contribute. With time, ConnectThru.com should be a wellspring of quality advertising commentaries.

ConnectThru.com's ambition is to unite New York City's interactive advertising community. At once, ConnectThru.com will be an idea exchange and content source that industry professionals will find relevant, informative and, at times, highly entertaining.

It's fitting that ConnectThru.com's debut issue will be initially promoted at its own exhibit at New York City's annual adtech:NY conference, the largest and most prominent event of its kind. What better venue could a Big Apple-intensive online advertising magazine ask for to publicize itself than adtech:NY? We asked a ConnectThru.com insider, Jeff Conduct: "adtech is certainly the perfect time and place for us to announce our launch," said Conduct, ConnectThru.com's Contributing Editor. "New York City is the capital of the business and advertising world and this conference enjoys an extremely high profile reputation within the advertising community."

ConnectThru.com's exhibition booth will feature the newsletter's contributing writers and marketers to meet and greet industry professionals. Conduct added:

"ConnectThru.com is comprised of a select bunch of marketing pros who have a nice feel for their business, their peers, and their city. Not only that, but we're open to contributions from anyone in the field – hopefully we'll garner some interest at the conference."

ConnectThru.com is exhibiting at Booth 2500 in the Hilton New York. The exhibiting hours are from 9:00 am to 6:00 pm Monday, November 6 and 10:00 am to 5:00 pm Tuesday, November 7.

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## About ConnectThru

ConnectThru is an online Marketing Newsletter that is about to launch and already has over 1000 subscribers!

**Phone:** 917-826-4352  
**Website:** <http://ConnectThru.com>  
**E-Mail:** [editor@connectthru.com](mailto:editor@connectthru.com)