

**MC|PRESS** *online*

**2022 MEDIA KIT**



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# Contact Information



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### Press Releases

All press releases should be sent to [Products@MCPressOnline.com](mailto:Products@MCPressOnline.com).

RSS press releases feeds should be submitted to David Uptmor, Publisher at [DUptmor@MCPressOnline.com](mailto:DUptmor@MCPressOnline.com).



# Publisher's Message



Dear Marketing Professional,

Technology doesn't stand still, and neither does your product offerings. With new technology offerings and the ongoing evolution of IBM's and your solutions portfolio, Business Partners and customers may not be up to date on all the changes that impact them or understand the direction of new technologies.

Marketing departments are continually looking for new ways to get information about new technology initiatives—solutions, products, strategic directions, and more—into the hands of Business Partners and customers.

Customers need to stay informed about your strategy and technology changes that are relevant to their business. They need this information in a format that's easy to consume: a concise article or a custom book, written by an IBM technology/industry expert, is a perfect solution for doing so.

We cover everything IT professionals need to know about IBM i, AIX, Linux, AI, Watson, Cloud and Analytics applications and the hardware on which these run. Our mission is to deliver information about both new technologies and the older technologies companies have come to rely upon. Our goal is to help IT professionals become more productive in their jobs and get more out of their careers.

For you, our advertisers, this means that our readership is never more than one click away from visiting your website and viewing the solutions you have to offer. We're committed to maintaining the best possible website and using the latest email technology in order to ensure the highest quality subscriber list possible. This commitment guarantees that your advertising message is seen by the market you want to reach. But we don't stop there; we provide you with the tools to track every campaign you run with us in order to monitor your results.

We look forward to establishing a long and successful relationship with you.

Sincerely,

David M. Uptmor  
Publisher

# FREE Publicity



## *Press Releases, Events and Buyer's Guide*

Before diving into what MC Press Online has to offer you in terms of paid marketing channels, we would like to take a moment and call your attention to a couple of channels available to every marketer for FREE. Yes, we said FREE.

### **Press Releases**

Each day, MC Press Online publishes news articles about mobility, networking, operating systems, peripherals, security, servers, software, storage, and a wide variety of items of interest to CIOs. These articles are available on the News Portal pages, with the most recent displaying on the MC Press Online home page. In addition, top stories are sent out via one of MC Press Online's three publications to our subscribers' inboxes.

So send us the news items you think are worth sharing with others in the industry. Let's face it; opportunities are made, not born. Do yourself—and your company—a big favor and send us your news. A little recognition can go a long way—and it could even help your bottom line.

Send your press releases to **KStuart@mcpresonline.com**. If you have an RSS feed coming from your site where we can pick up articles upon release, please send the URL to David Uptmor, our Publisher, at [DUptmor@MCPressOnline.com](mailto:DUptmor@MCPressOnline.com), and he will set up the feed directly into our site.

### **MC Press Online Events Calendar**

Do you have an event that would be of interest to our readership? It's absolutely FREE! You may add events in any of the following categories: Conference, Conference & Exposition, Local User Group Meeting, Seminar, or Webcast/Webinar. Adding or updating an event is easy. Email all the details of your event to Kara Keating-Stuart, our Advertising Director, at **KStuart@mcpresonline.com**.

### **MC Showcase Buyer's Guide**

MC Showcase Buyer's Guide's easy-to-use search and well-organized product categorization system makes finding suppliers a snap for our visitors. If you supply hardware, software, or services to businesses, make sure your company is represented in the MC Showcase Buyer's Guide. Your participation in MC Showcase Buyer's Guide will be the most cost-effective marketing tool you will ever use.

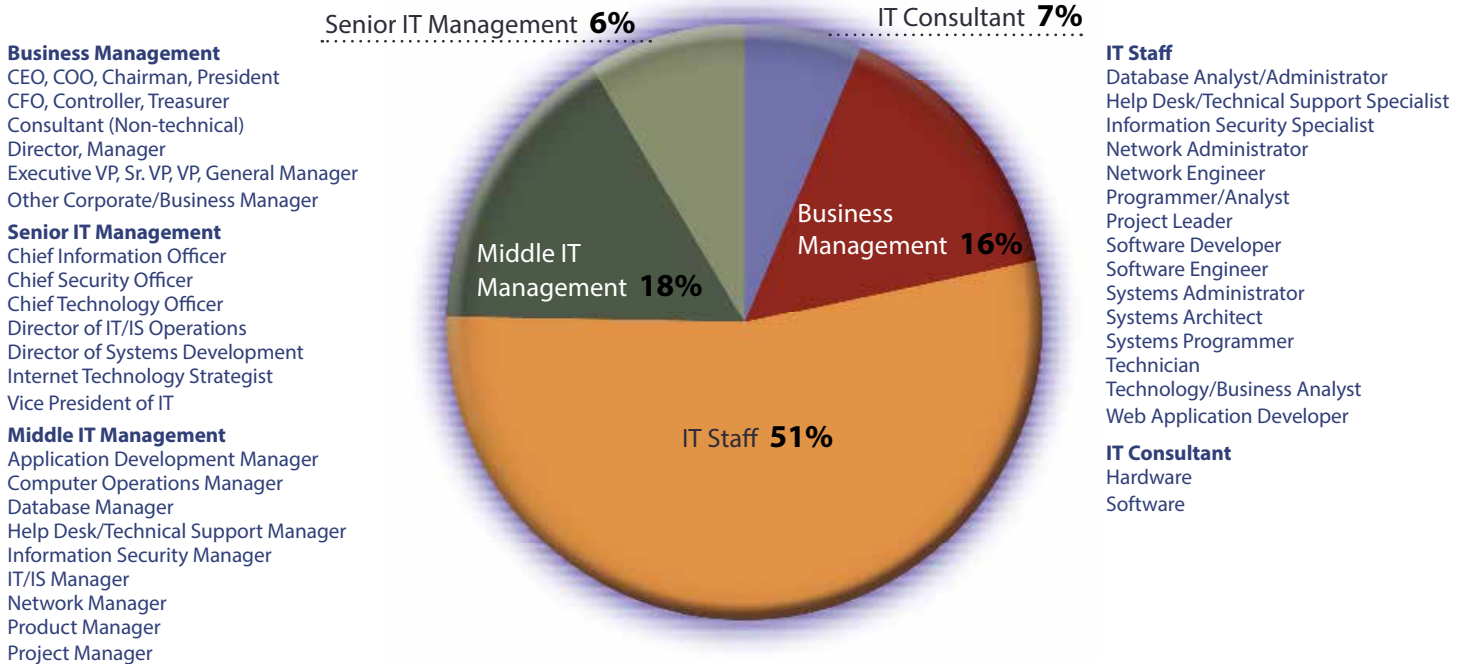
MC Press provides every company in the market with free company and product listings. A company listing provides all the necessary demographic information IT professionals need to learn about and contact your company. Each product listing linked to your company profile allows for a full text description and is linked to as many as three of 75 product categories.

Adding or updating a company or product listing is easy. Email all the details of your company and products to Kara Keating-Stuart, our Advertising Director, at **KStuart@mcpresonline.com**.

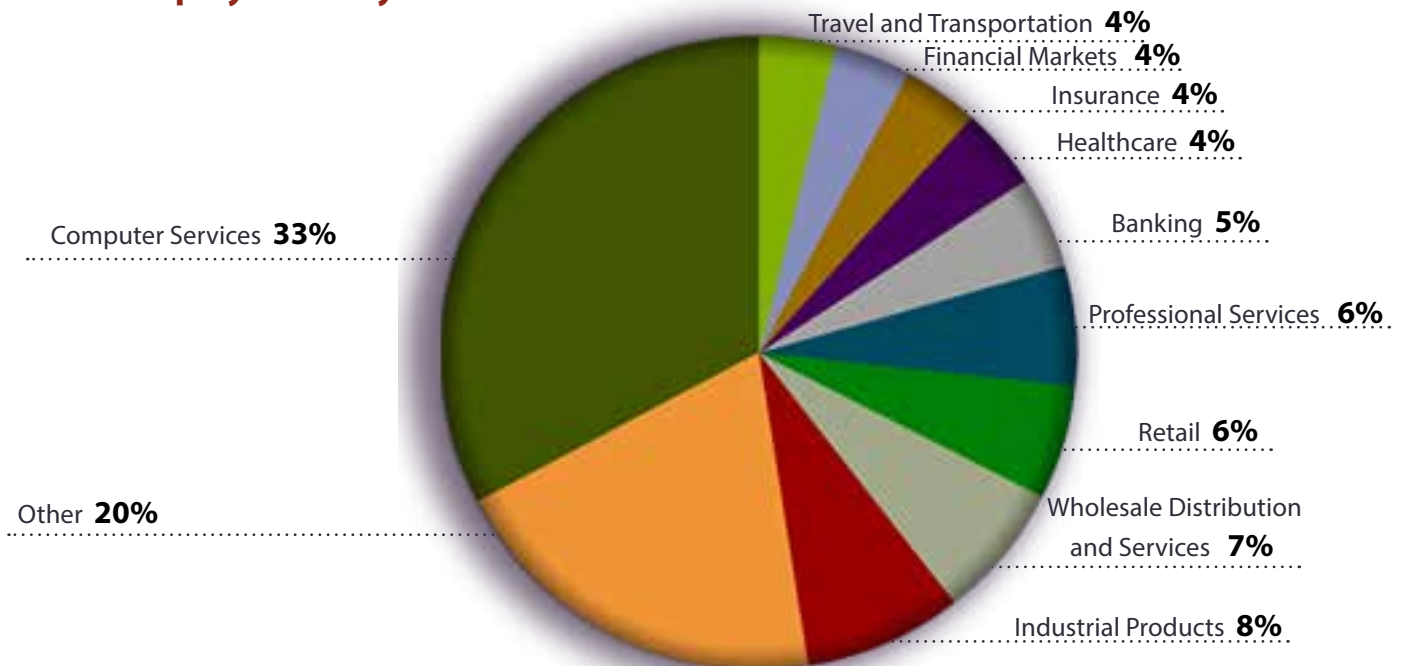


# Reader Demographics

## Readership by Function



## Readership by Industry



\* Stats derived from visitors who registered on [www.mcpressonline.com](http://www.mcpressonline.com)

# Full Network Ad Buys



## Website and Newsletter Sponsorship

MC Press Online is proud to offer the only true network ad buys in the market, allowing your company to place an ad in a fixed location not only on our Website but in every one of our three publications for the entire month. This positioning ensures that no matter how our readers access our editorial or how often they do it *during a month*, your advertisements will be seen every time.

### Website and Newsletter Sponsorship

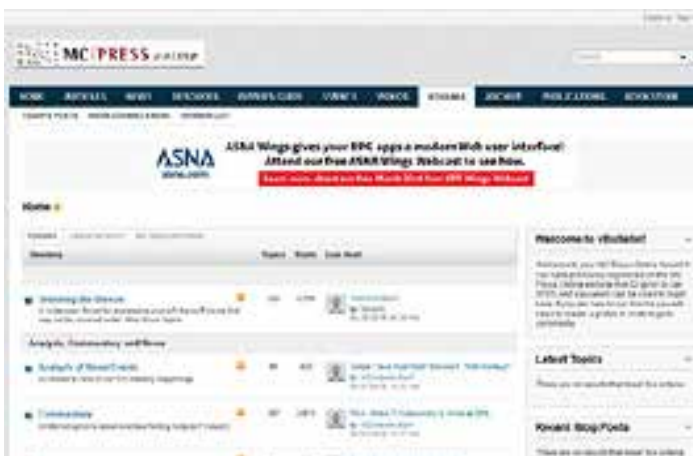
**Five ad locations on the Website and one ad in every newsletter for the entire month**

- All Pages—Bottom of every page as part of the footer; Leaderboard (728 x 90 pixels)
- Home Page—Right hand column; Half Page (Vertical) (300 x 600 pixels) and Large Rectangle (336 x 280 pixels)
- Article, Events, Video, and Publications pages on Site—Right hand column; Medium Rectangle (300 x 250 pixels)
- Forums Pages—Top of all Forums pages; Leaderboard (728 x 90 pixels)
- All 3 MC Press Online Newsletters—Within the newsletter; Half Page (Horizontal) (600 x 300 pixels)
- One Broadcast Email —Customization and flexibility to deliver an in-depth information package to prospective buyers.

#### Reach

Website and Newsletter—Estimated 125,000+ impressions

**A \$11,100 value for only \$2,500, a 77% savings**



PLUS ADS ON HOME PAGE AND WITHIN EVERY NEWSLETTER FOR THE MONTH FOR FORUMS SPONSORSHIP.

PLUS ADS ON EVERY PAGE AND WITHIN EVERY NEWSLETTER FOR THE MONTH FOR SEARCH SPONSORSHIP.



# MC Press Online Newsletters

## Newsletters Overview and Statistics

<p><b>MC SYSTEMS INSIGHT</b></p> <p>Average...  <b>Delivered: 6,027</b>  <b>Unique Opens: 797</b>  <b>Unique Open Rate: 14%</b>  <b>Ad Impressions: 1,732</b></p>	<p><i>MC Systems Insight</i> goes behind the headlines with news summaries, technology overviews, and analyses of current and future developments.</p> <p>Special features include Watson on i, a complete wrap-up of today's leading solutions by sector.</p> <p>Target audience: Business Management, Senior IT Management, and Middle IT Management.</p> <p>Delivered on the 3rd Wednesday of every month, except holidays.</p>
<p><b>MC RPG DEVELOPER</b></p> <p>Average...  <b>Delivered: 7,274</b>  <b>Unique Opens: 1,204</b>  <b>Unique Open Rate: 17%</b>  <b>Ad Impressions: 2,244</b></p>	<p><i>MC RPG Developer</i> is devoted to the worldwide team of both experienced and emerging programmers who rely on RPG to get outstanding results quickly from a language that continues to be improved by IBM in order to leverage current technology breakthroughs.</p> <p><i>MC RPG Developer</i> offers the latest coverage in RPG application development for both programmers and IT managers and addresses modern practices for exploiting the latest updates to this venerable language.</p> <p>Target audience: IT Staff, Middle IT Management, and Senior IT Management.</p> <p>Delivered on the 1st Wednesday of every month, except holidays.</p>
<p><b>MC TNT TIPS 'N TECHNIQUES</b></p> <p>Average...  <b>Delivered: 6,468</b>  <b>Unique Opens: 1,144</b>  <b>Unique Open Rate: 18%</b>  <b>Ad Impressions: 2,826</b></p>	<p><i>MC TNT Tips 'n Techniques</i> is filled with the latest solutions for addressing common and not-so-common programming challenges on IBM Power Systems.</p> <p>It delivers hands-on advice on how to accomplish programming goals easier, cleaner, and with less effort. It provides information about the latest solutions, just-released tools, and free software trials to help overcome the most daunting technology challenges.</p> <p>Target audience: IT Staff and Middle IT Management.</p> <p>Delivered on the 2nd Friday of every month, except holidays.</p>

The above statistics are based on what really matters -- actual delivery of the email newsletters and the number of advertisement impressions of the email and Website visits combined.

\* Delivered, Unique Open and Unique Open Rate statistics provided by our third party email server MailChimp based on average subscriber activity from January 2020 to November 2021.

\*\*Ad Impressions statistics are for email impressions only and are provided by our third party ad server AdButler based on average ad activity from January 2021 to November 2021.



# MC Press Online Newsletters



## Newsletter Sponsorship

Our newsletters contain two or three feature articles, a news section covering the latest developments in the industry, two or three advertising slots, industry videos, an events calendar, book promos and highlights from our MC Resource Centers (Software Center, Webcast Center, and White Paper Center).

All of our offerings have statistical tracking capability built right in. We can tell you how many newsletters were sent, delivered, and opened for each issue. We can also provide statistics on click-through rates for each advertisement we run both in our newsletters and on our Website via our ad server at AdButler.

We do not sell to a static numerical list size across publications because it is the nature of lists to be fluid and specialized. Because of this fluidity, we work with a third-party company, MailChimp, for delivery of all of our emails. The MailChimp system makes our lists “self-purging” in that if an email hard bounces, as repeated soft bounces or considered invalid they are removed. This prevents retention of invalid email addresses and puffing of our list numbers. We are happy to provide exact list sizes for each individual newsletter sent, and averages across publications.

Ad Positions 1, 2, and 3 each consist of a Half Page (600 x 300 pixels) plus a Medium Rectangle (300 x 250 pixels). The Half Page ad is seen within the email newsletter and on the publication page of the Website. The Medium Rectangle is seen on the publication page on the Website, and next to every article within the newsletter when the article is read in full online.

Advertisements appear on the site for 18 months following publication except for those ads that promote a time-dated event, such as a Webcast, seminar, or conferences. These event ads are removed from the site the day after the event is held or can be replaced with “On Demand” versions.

Advertising results can be obtained by logging into your individual AdButler account at anytime.

The collage displays various elements from MC Press Online newsletters and website. At the top left is the 'MC | SYSTEMS INSIGHT' newsletter header with the tagline 'Technology strategies to give your business'. Below it is a 'View Manual' button. To the right is a 'TLA Forms' advertisement with the text 'Give Us a Try For the Software for IBM'. In the center is a large graphic with the text 'RANSOMWARE attacks are on the RISE'. At the bottom right is a '2018 IBM Marketing Survey Results' graphic. Other elements include a 'Similar to Online Banking which users become nervous to transfer user accounts and distribute financial information...' text box, and several smaller article teasers under 'Industry News', 'MC News', and 'MC Industry News'.



# MC Press Advertorials

## *Partner TechTips, Case Studies, and Product Reviews*

Partner TechTips, Case Studies, and Product Reviews are great ways to share information about your company and products.

### **Types of Articles**

MC Press publishes several types of advertorial. Each has its own distinctive style, but certain traits are common to all. In any type of article, you may hyperlink text to a relevant Web page or email address. Also, many article types benefit from some sort of image, whether it be code or a graphical enhancement such as a screen shot or illustration.

### **Partner TechTips**

Partner TechTips address a specific problem. For maximum impact, you should follow this formula: Begin your Partner TechTip by presenting a compelling problem that IT people struggle to resolve. Then, you might mention some less-than-ideal ways to handle the problem. Finally, you present your solution, which is of course the perfect answer. Some vendors prefer to simply generate a true editorial TechTip that provides readers with useful information they can use today. This positions the vendor as an expert and provides the credibility of true editorial. Your maximum word count is 750.

### **Case Studies**

A Case Study examines the results of an installation for a customer. Start by identifying the customer's problem. Then, explain the steps the customer took to resolve the problem, which may include investigating other vendors' products. Finally, explain why your product was the best solution to the customer's problem. Your maximum word count is 2000.

### **Product Reviews**

A Product Review details the features and functions of a particular product. It's typically more technical in nature than a case study and includes such information as what platforms and releases the product runs on. Your maximum word count is 2000.

### **The Writing and Publication Process**

If you're struggling to get started, simply organize the points you want to make in a hierarchical format. Then, begin expanding on those points. You'll have an article in no time!

If you don't have an in-house writer, that is not a problem. MC Press Online can handle finding an author to work with you to get your Case Study or Product Review written. However MC Press does not provide authors for Partner TechTips.

When you feel confident that your article is complete, you're ready to submit your draft. Your draft will be reviewed by the editorial staff in a process that typically takes from one to four weeks. After editing, it will be returned to you for review. Please note that all article drafts must be submitted to MC Press one month before the publication date.

To make the strongest impact, we recommend you provide us with original material that has not been previously published elsewhere.

### **Benefits of an Advertorial**

- Advertorial articles stay on our Website indefinitely.
- You are the sole advertiser next to the article on the Website.
- Your Large Rectangle advertisement appears in the newsletter and along side all the other articles within that newsletter.
- You can post any amount of information you would like in ad space located next to your advertorial.
- Case Studies and Product Reviews have a unique location on our Website.
- Case Studies and Product Reviews are linked to from within the MC Showcase Buyer's Guide.
- All advertorial articles have links to the Comments app, where visitors can discuss your article and you can provide feedback to them.
- Statistics are available online at any time so you can see the number of page views your advertorial has received.



## Benefits of an Advertorial

### Benefits of an Advertorial

- MC Press Online can source an author for your Case Studies or Product Reviews.
- Advertorial articles stay on our Web site indefinitely.
- You are the sole advertiser next to the article on the Web site.
- Your Large Rectangle advertisement appears in the newsletter and along side all the other articles within that newsletter.
- You can post any amount of information you would like in ad space located next to your advertorial.
- Case Studies and Product Reviews have a unique location on our Web site.
- Case Studies and Product Reviews are linked to from within the MC Showcase Buyer's Guide.
- All advertorial articles have links to the Comments app, where visitors can discuss your article and you can provide feedback to them.
- Statistics are available online at any time so you can see the number of page views your advertorial has received. From the home page, select the Archive tab. Then, select either Case Study or Product Review or select Tips & Techniques and filter by Partner TechTip.

The screenshot displays the MC Press Online website interface. At the top, there's a navigation bar with 'MC PRESS online' logo and a search bar. Below the navigation, there's a main content area featuring an article titled 'Partner TechTip: Virtual Tape Technology (VTL) Can Eliminate a Lot of Tape Headaches'. The article is dated 20 February 2013 and is categorized under 'TIPS & TECHNIQUES'. The article text discusses the benefits of VTL technology, such as eliminating the need for manual tape handling and reducing the risk of data loss. It also mentions the affordability of SPHINX and the comprehensive backup and recovery solution provided by the company. The article is signed by Tom Huntington, Vice President of Technical Services for HelpSystems, Inc. To the right of the article, there are several promotional banners, including one for the MC Press Bookstore and another for the 'The 20th State of IBM i Modernization Survey'. At the bottom of the page, there's a 'RESOURCE CENTER' section with a link to a \$100 MC Press Bookstore Gift Card Giveaway.



# Website Advertising

www.MCPressOnline.com

The MC Press Online Website is designed to provide visitors with all the options they need to solve any problem and to provide you with an opportunity to present your solutions along the way. It is truly the backbone of our system, providing a wealth of feature articles, technical tips, news stories, code downloads, forum threads, our Buyer's Guide, the events calendar, videos, and the largest collection of technical books for our unique audience.

A Website is more than an archive for data; it is the meeting place for people with a shared goal. It is a place where people can drop in to access a programming solution, share a breakthrough, and research a product. Today more than ever, people go not to trade publications but to the Web and the MC Press Online site to determine what products are available to solve their issues and improve their bottom line.

We provide you with three differently sized ad spaces (Half Page, Medium and Large Rectangle) throughout the Website to promote your product line, your brand, and your company name.

- Over 20,102 active users each month
- Content updated daily with the latest news and feature articles
- MC Press Online Forums draws readers into discussions posted daily
- MC Showcase Buyer's Guide makes finding information about your company's products and services easy
- MC Press Online Industry Events Calendar offers you an ideal place to promote your event for free
- MC Press Online Videos allows you a place to post ads, demos or Web-cast
- MC Press Online Resource Centers offers our readership the latest White Papers, Webcast, and Trial Software
- MC Press Store is a one-stop shop for continuing education

## Run of Site Advertisements

- Wide selection of locations and ad sizes available
- Cost of 25,000 impressions per month: \$1,200 for three ads per month
- Cost of 50,000 impressions per month: \$2,000 for three ads per month
- Cost of a Page Peel ad on every page of the site: \$3,000 per month

## Three Ads Run in Multiple Locations

- Sidebar of feature articles
- Sidebar of news articles
- Sidebar of video pages

The collage displays several types of advertising opportunities on the website:

- MC | RPG DEVELOPER:** A header-style ad for a book or resource related to RPG development.
- SQL 101:** A featured article preview with a blue background and the text 'SQL 101: Streamlining Application Development with SQL Triggers Part 1'.
- TLA Forms:** A large rectangular ad for 'TLA Forms' software, offering a 'Give Us a Try' trial.
- Can't wait?:** A vertical ad for the 'SQL 101' book, featuring a book cover image.
- RESEARCH CENTER:** A section titled 'White Paper: Needs for Enterprise SQL Modernization' with a small image of a white paper.
- Industry News:** A sidebar section with three columns of news items, including 'SQL Study: C-Date Conversion Details' and 'SQL Study: Single-Source Support to Cloud is Next'.
- Feature Article:** A section at the bottom with a green background and gear icons, titled 'Feature Article: Programming'.

# Website Advertising



## Pay per Lead — White Paper, Webcast Centers and Trial Software

### Have a white paper, on-demand webcast, case study or trial software offer you need to promote?

**MC Press can help!** Welcome to the MC Press Resource Center. We are committed to using our multi-channel advertising to place your offering where you need it to go—into the hands of IBM professionals. **And the best part is that you only pay for the leads that we send you each month at a rate of \$25 each.**

### White Paper, Trial Software, and Webcast Centers

We have centers for these types of offerings, allowing you to maximize your educational and promotional presence.

### Company Branding

MC Press posts a Square Button animated image ad featuring your company logo and your offering along with the 750-character description of what visitors will receive and its benefits.

### Ongoing Cross-Channel Promotion

MC Press continually drives traffic to these three centers utilizing in-newsletter promotions, semi-monthly email broadcasts, editorial coverage, Website ads, and quarterly giveaways.

### One Hundred Percent Opt-In

Each visitor to the centers selects the offerings that they wish to receive, guaranteeing their interest in those offerings. Each visitor may select an offering only once, preventing duplicate leads for an item.

### Immediate Demographic Information

The full demographics and request of each visitor is sent directly to you in real time when the request is made. The offerings may be fulfilled by your company or immediately by MC Press through a dedicated URL.

### Multiple Listings

There is no limit to the number of offerings you may run at one time. We are happy to provide de-duping service for an additional fee.

### Change your offering

You can update or change your offering at any time at no charge.

### Dedicated Subject Matter Center

If you have more than 10 assets you would like to promote all related to the same subject be sure to ask your representative about our dedicated centers.

### No Up-Front Cost

**You only pay for the leads that we send you.** Each lead is \$25 with a minimum 50 lead contract. There is no time frame for completion required.



### DEMOGRAPHICS WE COLLECT

- First and Last Name
- Company Name
- Address, City, State, ZIP, Country
- Phone and Fax Number
- Email Address
- Industry
- Job Function
- Company Size



# Website Advertising

## MC Showcase Buyer's Guide

MC Showcase Buyer's Guide logs over half-a-million user sessions per year from professionals in the IT industries. MC Showcase Buyer's Guide's easy-to-use search and well-organized product categorization system make finding suppliers a snap for our visitors.

If you supply hardware, software, or services to businesses, make sure your company is represented in the MC Showcase Buyer's Guide. Your participation in MC Showcase Buyer's Guide will be the most cost-effective marketing tool you will ever use.

### Complimentary Listing

MC Press provides every company in the market with **free** company and product listings. A company listing provides all the necessary demographic information IT professionals need to learn about and contact your company. Each product listing linked to your company profile allows for a full text description and is linked to as many as three of 75 product categories.

### Featured Company and Product Listings

For a nominal annual fee, your company can increase the impact of its company and product listing. An annual featured listing includes unlimited HTML descriptions, image advertising throughout the Buyer's Guide pages, and positioning next to all news articles on our News Portal pages as well as spotlight focuses in all six publications throughout the year.

### Greater Visibility

MC Press increases company and product profiles with ongoing promotions throughout the year in our six publications, house ads, and email broadcasts.

### Instantly Updateable

The IT industry is constantly changing. New products are launched, versions are updated, and partnerships are formed. Unlike printed guides, the MC Showcase Buyer's Guide is fully updateable at anytime, ensuring that our readers have the most accurate information regarding your company on hand the moment they need it.

### Low Annual Cost

You pay only \$550 for a company featured and \$450 for a product featured. To do both is less than \$2.75 a day to have your company highlighted in such a way that our visitors are sure to see it every time they are looking for solutions.



- Less than \$1.51 per day highlights your company.
- Less than \$1.23 per day highlights your company's products

# Website Advertising



## Blog and Video Hosting

**Does your company host a helpful Industry Blog that needs a larger audience?**

**Looking for a place to share your company's educational and advertising videos?**

**MC Press can help!** We are happy to provide channels with which to promote your company and its products. Both place you on the cutting edge of Internet advertising while sharing your company's expertise with the market.

### Video Hosting

If you want to get your message into the marketplace but are not so concerned about collecting the demographics of those who view your presentation then, MC Press Online has a service for you.

What we provide:

- A site that can host just about any video format
- Weekly promotions in a selection of our email publications, providing links to our video page and to each individual video link
- Click-tracking on our site so you can determine which videos are of the greatest interest to the viewer and respond

What you provide:

- The video content

### Blogs—Hosted or Framed

Blogs are becoming more and more a part of the marketing landscape, but not every site has the ability to host a blog and draw an audience. MC Press has both. We can provide you with your own blog and help create the audience for you.

What we provide:

- A link on the MC Press Website home page taking the reader to your "framed" blog page or use of our vBulletin software
- Weekly promotions in a selection of our email publications providing links to the blog page and to the latest individual blog links
- Full click-tracking from our site so you can determine which subjects are of the greatest interest to the readers and respond.

What you provide:

- New blog content on a weekly basis

### Low Monthly Cost

Monthly blog hosting is an economical \$500.

Monthly video hosting is only \$250 for the first video and \$125 for each additional video.

- Frame your own blog on our site or use our vBulletin software to run your blog
- Load just about any type of video format
- MC Press Online does all the promotion
- Our site traffic becomes your blog or video traffic
- Monitor the blog and videos for feedback from our readership



# Custom Campaign

## Audience Creation Package for Your Event

Looking for a way to drive traffic to your own Webcast, Product Launch, Whitepaper, Seminar or Event? MC Press Online has put together an advertising package which will surely generate the audience you're looking for.

### Audience Creation Package

If you have your own Webcast capabilities or need to promote a whitepaper, seminar or event, we have you covered with our Audience Creation Package. This campaign package includes:

- One Ad Set (one insertions may be of advertorial format) in three publications in the month prior to the event:
  - MC Systems Insight
  - MC RPG Developer
  - MC TNT Tips 'n Techniques

Ad set includes:

- Half Page - 600 x 300 pixel  
URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking
- Large Rectangle - 336 x 280 pixel  
URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking
- Medium Rectangle - 300 x 250 pixels  
URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.
- Advertorials, if used, should be submitted in Microsoft Word format.

- Three run-of-site ads for four weeks on our Website prior to your event.

Ads included:

- Half Page - 300 x 600 pixel
- Large Rectangle - 336 x 280 pixels
- Medium Rectangle - 300 x 250 pixel

- Three Broadcast Email. Benefits of our email list:

- The MC Press list is 100% opt-in.
- Our list is "self-cleaning."
- MC Press provides you with a report detailing the results of your email campaign.
- Our email broadcast channel allows maximum customization and flexibility to deliver an in-depth information package to prospective buyers.

- Your ads remain on our site for 18 months and can be changed at any-time to promote the on-demand version of your event.

### NEWSLETTER SPONSORSHIP AD POSITION

It's easy to get stuck in a cycle of legacy platforms when systems have taken out of focus and IT starts to feel the pressure. Applications and IT are becoming more and more critical to the success of your business. Modernizing your IT infrastructure is no longer a luxury, it's a necessity. LANSA is the only provider that IT simply grows their legacy applications and systems without having to rip and replace or face complexity.

From the way you get started, through a new platform, to how things are done, to support before writing such an important decision.

- It's a time to modernize your IBM applications rather than to migrate!
- What's the best way to modernize from the IBM i to a new platform?
- How much will the transition cost and how long will it take?

Download the white paper and learn how to take all these issues on a guided tour. This problem is not unique, the importance of showing business departments to show business solutions.





## Single-Sponsor and Webcast Promotion

### Turnkey Webcast or Additional Audience for an Existing Webcast

Whether you are looking for a turnkey Webcast or a way to gain additional views to an existing Webcast, MC Press Online has you covered.

#### MC Press Turnkey Webcast Campaign with GoToWebinar

• **Full Promotional Campaign**—MC Press will use every promotional channel we have to promote your event: 3 broadcast emails, 8 newsletter ads, and 2 Website ads, starting 20 days before the event. These ads will feature the content, the value of attending, and the convenience, as well as provide an easy way to respond. Moreover, the campaign will brand your company to our subscribers. This campaign value alone would total over \$30,000 if the ads were purchased individually.

• **Complete Ad and Email Stats**—At any time during and after the promotional campaign, stats on each ad and broadcast email are available for review via AdJuggler and MailChimp. Therefore, you can track how well your message and Webcast offering is being received. This allows your company to take full advantage of all opportunities to further tailor the offering.

• **Highest Level of Customer Service**—We guarantee a first-class level of service, full demographics plus stats on registration questions, and a report listing polling questions asked during your presentation and post-Webcast questions.

• **Full “Dress Rehearsal”**—At MC Press, we believe in putting on a quality event. That is why we include a complete run through of the program prior to broadcast, ensuring that your Webcast runs smoothly and maximizing the informational experience for all participants.

• **Highly Qualified Webcast Team**—Our team brings a wealth of IT, seminar, and marketing acumen to the development, promotion, and broadcast of your company’s message.

• **Ongoing Availability of Your Webcast**—MC Press will publish your offering in the MC Webcast Center of the MC Press Website for 30 days after your event, allowing those subscribers who could not attend the live broadcast to view it at their convenience. Also, this provides an opportunity for those who did attend to share the information with a coworker or associate. After the initial 30 day period, your Webcast can remain available for \$25 dollars a lead.

• **Delivery via GoToWebinar software**—With full use of all the reporting and presentation capabilities of that software.

• **Cost-Efficient**—All of the above components of an MC Press Webcast are provided at a cost of \$5,000. Also included is a Microsoft Windows Media audio/video file (.wav) of your Webcast that you can place on your site.

#### On-Demand Audience Channel

Perhaps your company already has a recorded Webcast it would like to promote to a larger audience. MC Press can help with that too.

We would be happy to include you in our MC Webcast Center as part of our Pay per Lead program if you are interested in collecting demographics or on our MC Press Video hosting page if demographic information is not your primary concern.

For details on the MC Press Pay Per Lead program, see page 13.

For details on the Video Hosting options, see page 15.



# List Rental

## Broadcast Email

### Broadcast Email

If broadcast email isn't part of your marketing strategy, you're missing a tremendous opportunity to boost your sales, generate leads, conduct surveys, make product announcements, augment direct mail, give your telemarketing efforts a boost, reinforce your display ad campaign, and much more. There is immediacy about an email that demands attention, especially when sent to our list of opt-in subscribers who requested to receive **exactly** this type of information from vendors when they registered on the MC Press Website.

Your message can be delivered directly to these subscribers' in-boxes, eliminating the printing and postage costs of a direct mail effort.

**Then, MC Press goes one step further and provides you with a report detailing the results of your email campaign.**

With this report, you will be able to see the number of emails sent, bounced, and opened, but that's not all. You will also see the number of clicks on each individual link you included in your email.

### Qualified Subscribers

The MC Press list is 100% opt-in. Therefore, our subscribers have requested to receive exactly this type of information from vendors when they registered on the MC Press Website.

### Genuine Recipients

Our list is "self-cleaning." That means that if an email bounces, the address is culled from the active list and put on hold for seven days. If an address is put on hold three times, it is deemed inactive and is permanently removed from our list.

### Provable Results

After your message is delivered to subscribers' in-boxes, MC Press goes one step further and provides you with a report detailing the results of your email campaign. With this wholly independent report provided by MailChimp, you will be able to see the number of emails sent, bounced, and opened, but that's not all: You will also see the number of clicks on each individual link you included in your email.

### Customize Your Message

Our email broadcast channel allows maximum customization and flexibility to deliver an in-depth information package to prospective buyers.

### Pricing

Our full list of approximately 5,963 averaged successful deliveries for 2020 - 2021, 100% opt-in names is available to rent for \$2,600, a cost of \$440 per thousand.

### Broadcast Email - Stats. from Jan 2020-Nov 2021

Average Number of Emails Delivered	5,963
Average Number of Unique Opened	551
Average Number of Unique Clicks	30
Highest Opened Result	1,143
Highest Unique Clicks on a Single Email	96



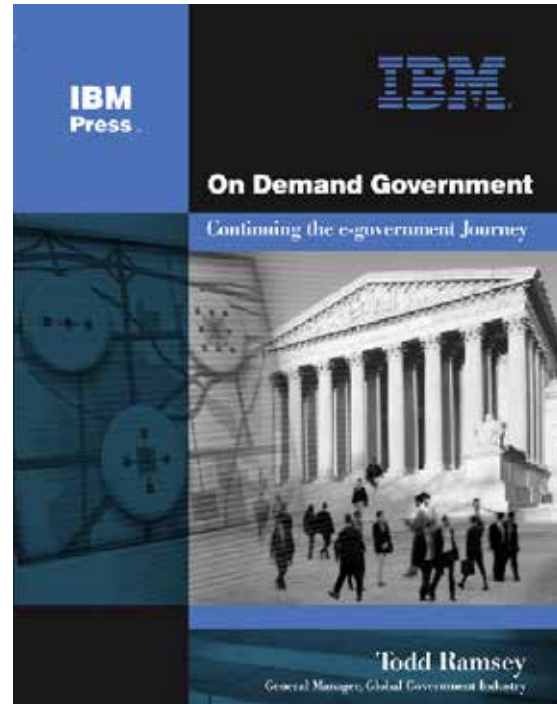
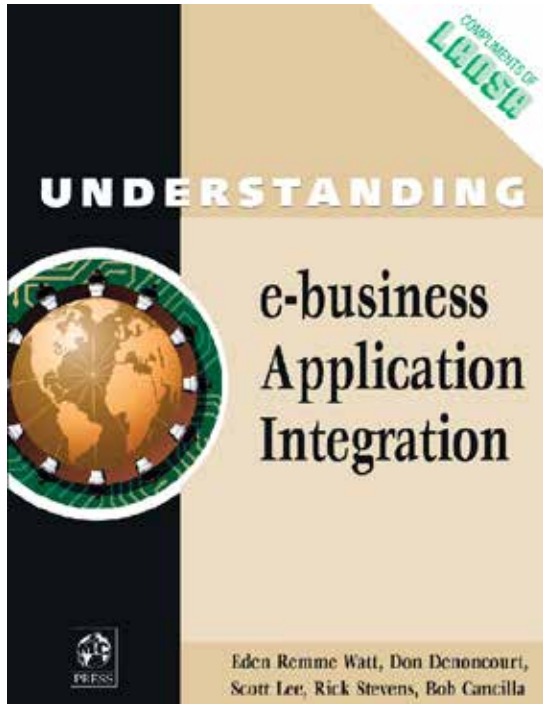
#### **BROADCAST EMAIL IS THE FASTEST WAY TO REACH YOUR AUDIENCE**

MC Press goes one step further and provides you with a report detailing the results of your email campaign. With this report, you will be able to see the number of emails sent, bounced, and opened, but that's not all: You will also see the number of clicks on each individual link you included in your email. MC Press takes every step needed to comply with U.S. Spam laws.

# Custom Publishing



## White Paper and Custom Book Publishing



### **Custom Book Publishing: A Seamless Blend of Education and Marketing**

By using an educational vehicle to deliver your marketing message, you can increase your industry presence by providing tangible benefits to existing customers and potential users.

We can work with you to deliver any of your custom publishing, education, or marketing products from start to finish, from materials you provide.

By combining the dedicated resources of our technical editorial staff with the expertise of our book production staff, we can offer customized strategic marketing, education, and publishing products to suit targeted audiences of any size.

### **White Paper: Boardroom-to-Boardroom Communications**

White papers present a unique advertising opportunity to put your company's message in the boardroom of mid-market companies. Aimed at high-level decision-makers, they build a business case around whatever product or service offering your company provides. Because the target audience for these papers includes CIOs, CEOs, CFOs, CTOs, and vice presidents of IT, your advertising message will land in the hands of the people who make buying decisions. White papers produced by MC Press can be posted on our highly trafficked Website, receive one advertisement in two of our electronic publications, and will be provided to you in a PDF that is printer-ready or postable to your Website.

IT professionals are inundated with advertising messages. If you want to reach a targeted audience with a message that will reach through the noise and put you ahead of your competition, consider custom publishing solutions. MC Press can act as your "think ahead" partner when it comes to delivering meaningful information that will have a big impact in the midrange market. Smart companies today are driving customer demand by using innovative and value-added channels to focus on their products. The MC Press Custom Publishing Division is the key to staying ahead in the highly competitive technology arena.



# Advertising Rates

## Full Network Ad Buy (Website & Newsletters)

SPONSORSHIPS	FULL MONTH
Full Network Ad Buy	\$2,500

## MC Systems Insight

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,805	\$1,400	\$1,265	\$1,175	\$1,085
Ad Positions 2 - 3	\$1,615	\$1,165	\$1,075	\$985	\$895

### ADVERTORIAL

CS or PR*	\$1,995	\$1,545	\$1,455	\$1,365	\$1,275
Partner TechTip**	\$1,710	\$1,260	\$1,170	\$1,080	\$990

## MC RPG Developer

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,615	\$1,210	\$1,130	\$1,050	\$970
Ad Positions 2 - 3	\$1,425	\$1,020	\$ 940	\$860	\$780

### ADVERTORIAL

CS or PR*	\$1,805	\$1,400	\$1,320	\$1,240	\$1,160
Partner TechTip**	\$1,520	\$1,115	\$1,035	\$955	\$875

## MC TNT Tips 'N Techniques

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,425	\$1,095	\$1,025	\$960	\$895
Ad Positions 2 - 3	\$1,265	\$905	\$835	\$770	\$705

### ADVERTORIAL

CS or PR*	\$1,615	\$1,285	\$1,215	\$1,150	\$1,085
Partner TechTip**	\$1,140	\$1,045	\$950	\$855	\$760

### Notes:

\* CS = Case Study up to 2000 words written by MC Press or advertiser

\* PR = Product Review up to 2000 words written by MC Press or advertiser

\*\* Written by advertiser, up to 750 words

## MC Press Website

RUN-OF-SITE IMPRESSIONS	2 ADS
25,000 per month	\$1,200
50,000 per month	\$2,100
Website Page Peel	\$2,500

## Pay per Lead Program

Single-Offering Cost per Lead	\$25
Multiple-Offering Cost per Lead with De-duplication	\$50

## MC Showcase Buyer's Guide

LISTING	ANNUAL RATE
Company and Product Listing—Standard	Free
Company Listing—Enhanced	\$550
Product Listing—Enhanced	\$450

## Blog Hosting

Framed or Hosted per Month	\$500
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## Video Hosting

First Video	\$250
Second Video within the same month	\$125

## Audience Creation Package for Your Event

Audience Creation Package	\$5,000
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## MC Press Webinars

Webinar—Single Sponsor	\$9,500
Webinar—Two Sponsors	\$4,500 each

## MC Press List Rental

Broadcast Email—(Call for List Size)	\$2,000
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## MC Press Custom Publishing Solutions

Reprints and E-Prints	\$250
White Paper and Custom Book Publishing	Call for Pricing

## MC Press Website

# Ad Specifications



## Full Network Ad Buy

### (Website & Newsletters)

<b>WEBSITE &amp; NEWSLETTER SPONSORSHIP</b>	<b>FIVE ADS</b>
Half Page (Vertical)	300 x 600 pixels
Medium Rectangle	300 x 250 pixels
Large Rectangle	336 x 280 pixels
Half Page (Horizontal)	600 x 300 pixels
Broadcast Email	See below
URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.	

### MC Systems Insight, MC RPG Developer, and MC TNT Tips 'n Techniques

<b>AD POSITION 1 - 3</b>	<b>TWO ADS</b>
Half Page (Horizontal)	600 x 300 pixels
Large Rectangle	336 x 280 pixels
Medium Rectangle	300 x 250 pixels
URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.	
Advertorials should be submitted in Microsoft Word format.	

#### IMPORTANT NOTICE REGARDING ADVERTISING MATERIALS

- Acceptable advertisement file formats include:
  - JPG (JPEG Joint Photographic Expert Group)
  - GIF (Graphic Interchange Format)
  - PNG (Portable Network Graphics)
- Animated advertisements of up to 30 seconds must be delivered in a compiled format
- All advertising material must be sent via email as a file attachment. Maximum file size 100K.
- All advertising materials must be received five business days before publication or be subject to a \$100 late fee.
- The destination URL to which the advertisement will be linked must be provided in the email.
- For prompt processing, advertising materials should be emailed to both:
  - AdSales@MCPressOnline.com
  - KStuart@MCPressOnline.com
- Advertorial materials must be received 30 days before publication and should be emailed to:
  - VMack@MCPressOnline.com

## MC Press Online Website

<b>RUN-OF-SITE ADS</b>	<b>TWO ADS</b>
Half Page (Vertical)	300 x 600 pixels
Medium Rectangle	300 x 250 pixels
Large Rectangle	336 x 280 pixels

<b>PAGE PEEL</b>	<b>TWO ADS</b>
Website Page Peel	Company URL

<b>PAY PER LEAD PROGRAM</b>	<b>ONE AD</b>
Square Button	125 x 125 pixel
750-character text set maximum (including spaces and punctuation) and email address for lead delivery	

<b>MC SHOWCASE BUYER'S GUIDE ENHANCEMENTS</b>	<b>ONE AD</b>
Square Button	125 x 125 pixels
With unlimited text, HTML is accepted	

<b>BLOG HOSTING</b>	<b>OPTION</b>
Framed	URL of Website of Blog to Frame
Hosted	Bloggers to Register on MC Press Website

<b>VIDEO HOSTING</b>	<b>ONE AD OPTION</b>
Hosted	Screen Capture 246 x 138 pixels and URL of where hosted

## MC Audience Creation Package and Online Webinar

<b>AD POSITION 1 - 4</b>	<b>THREE ADS</b>
Half Page (Vertical)	300 x 600 pixels
Half Page (Horizontal)	600 x 300 pixels
Large Rectangle	336 x 280 pixels
Medium Rectangle	300 x 250 pixels

- URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.
- Broadcast Email
- HTML Version
  - HTML file should be sent as file attachments.
  - Include time of day email is to be sent on the hour, Pacific Time.
  - Email address for test to be sent for approval.

## MC Press List Rental Specifications

- Broadcast Email**
- HTML Version
  - Both HTML and text files should be sent as file attachments.
  - Include time of day email is to be sent on the hour, Pacific Time.
  - Email address for test to be sent for approval.



# Tracking Your Results

## The Stats That Count!

### When You Know the Stats That Count, It Is Easy to Spot Real Value

MC Press knows that list size is an important factor for a newsletter sponsorship or email list rental. However, the real value of either can only be established by knowing “the stats that count.”

That means you need to know not only the size of the list but the number of bounced, delivered, and opened emails as well as the number of click-throughs from the email to the full content of that newsletter or your Website.

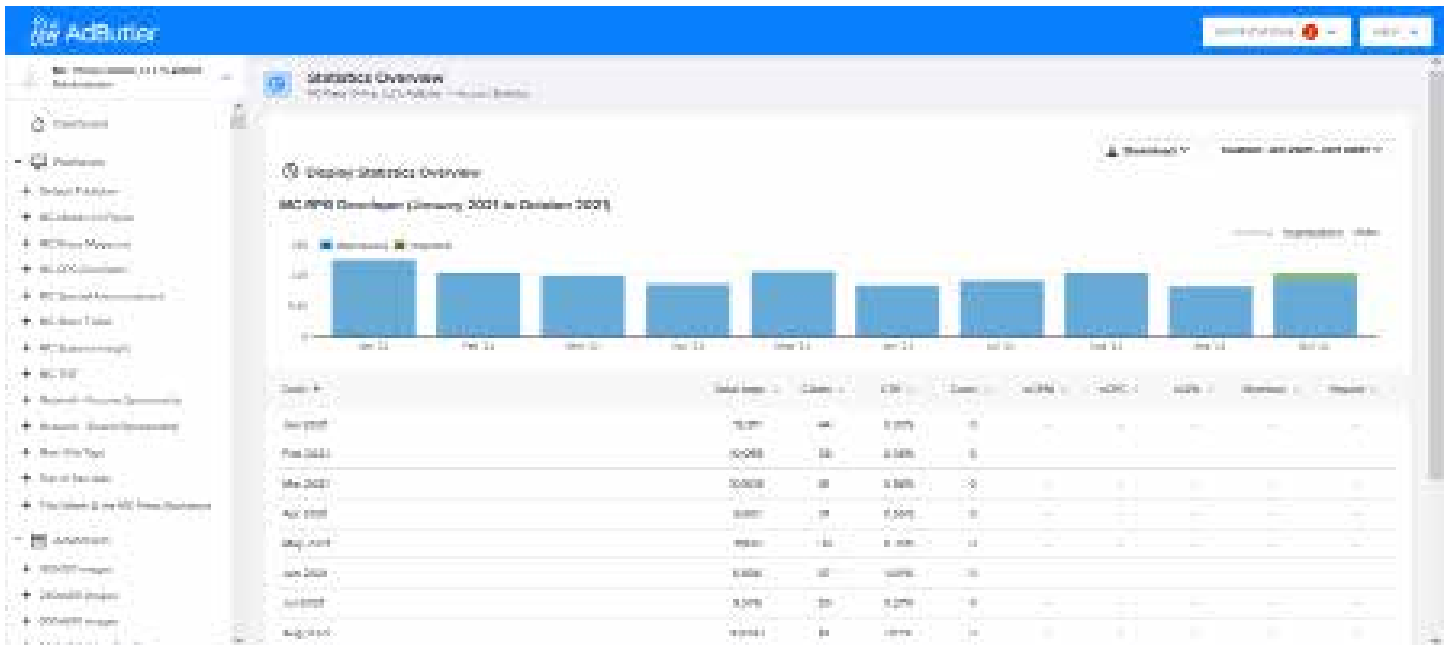
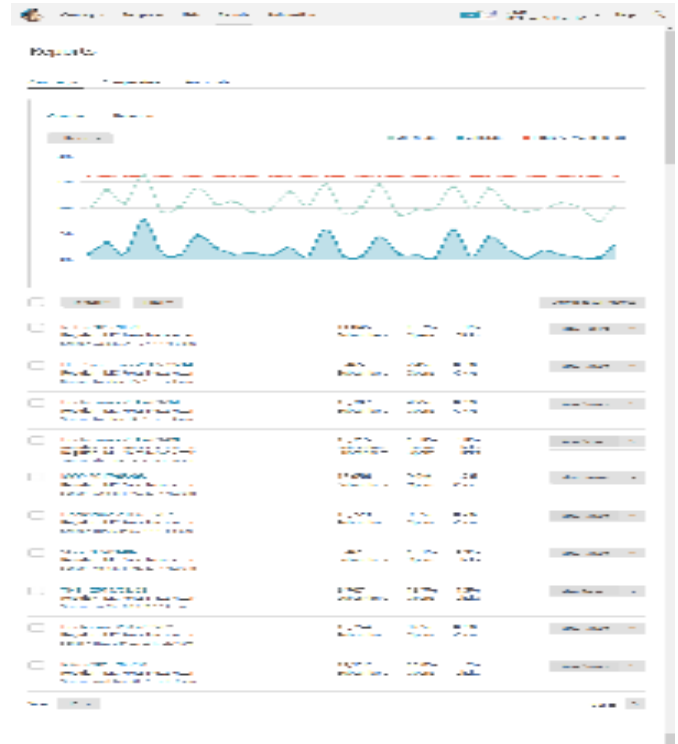
For your advertisement in newsletters, you need to know the number of impressions and how many of those ad impressions resulted in clicks to your site.

MC Press uses MailChimp and AdButler to track these statistics.

Upon request, we will provide you with a PDF report from the MailChimp system detailing the email distribution results for any email we have sent out on your behalf.

For ad impressions and clicks, the AdButler system can be set up to provide you with the results of your campaign on either a weekly or monthly basis in CSV format delivered directly to your email inbox for analysis.

MC Press believes that only by tracking the results of every campaign you run with us can we help you refine your marketing message to our readership. We know that providing you with these results is the first step in creating a successful long-term relationship.



# Advertising Policies



## **Publisher's Liability**

The publisher takes all reasonable precautions to avoid errors in assembly and production. Should an error occur, the customer's right to recovery shall be limited to a reduction in the charges billed by the publisher to the extent that the error reduces the value of the billed item. In no event shall the customer's recovery exceed the total amount due as shown on the customer's invoice. The publisher will not be liable for any costs or damages if for any reason it fails to publish an advertisement.

The publisher reserves the right to reject or cancel any advertising that is not in keeping with the publication's standards. Advertisers and advertising agencies assume all liability for all content of advertisements and also assume total responsibility for any claims arising from the advertisement against the publisher.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to, in writing, by the publisher. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

Positioning of advertisements is at the discretion of the publisher except where specific positions are contracted for or agreed to, in writing, by the publisher.

These rates apply through December 2022. The publisher reserves the right to change rates with 30 days written notice to advertisers.

The publisher shall have no liability for errors in Website links.

## **Frequency Discount**

Contracts must be run in their entirety within a 12-month period from the date of signing. Any items unpublished or unfulfilled due to the advertiser not supplying advertising materials or requesting the insertion to be rescheduled will be billed at the end of the contract period. The advertiser will be charged in full for these items except for those items documented in accordance with the cancellation clause.

## **Discounts and Payments**

The publisher reserves the right to require payment with order. Outstanding invoices are in arrears after 30 days, and late charges are 1.5 percent of the outstanding balance per month. Advertiser or agency assumes all legal and related fees if an overdue account is turned over for collections. The publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered and that was published.

## **Commissions and Cash Discounts**

Agency commission is 15 percent to recognized agencies. Commission is disallowed on all insertions that are in arrears 30 days or more after invoice date. All rates are quoted net.

## **Advertisement Cancellations**

The publisher must receive written notification of space cancellations 10 business days before the ad materials deadline. No cancellations will be accepted after that date. If the cancellation affects the frequency rate earned by the advertiser, the publisher will rebill previous ads at the correct frequency rate.

## **Webinar Cancellations**

Once contracted, any Webinar cancellation will be billed at 25 percent of the contracted rate up to 30 days prior to the event and 50 percent thereafter.

## **Rescheduling**

Reschedule items will be billed on their release date and must be rescheduled within 30 days.

## **Production Charges**

Production charges incurred by the publisher will be charged to the advertiser and are billed at \$100 per hour or part thereof. This includes, but is not limited to, resizing inserts that do not meet the size requirements, correcting incorrect materials submitted for publication, and making any changes requested by the advertiser. The publisher will not be held responsible for errors in any changes requested by the advertiser. Only broadcast email proofs will be supplied.

## **Late Charges**

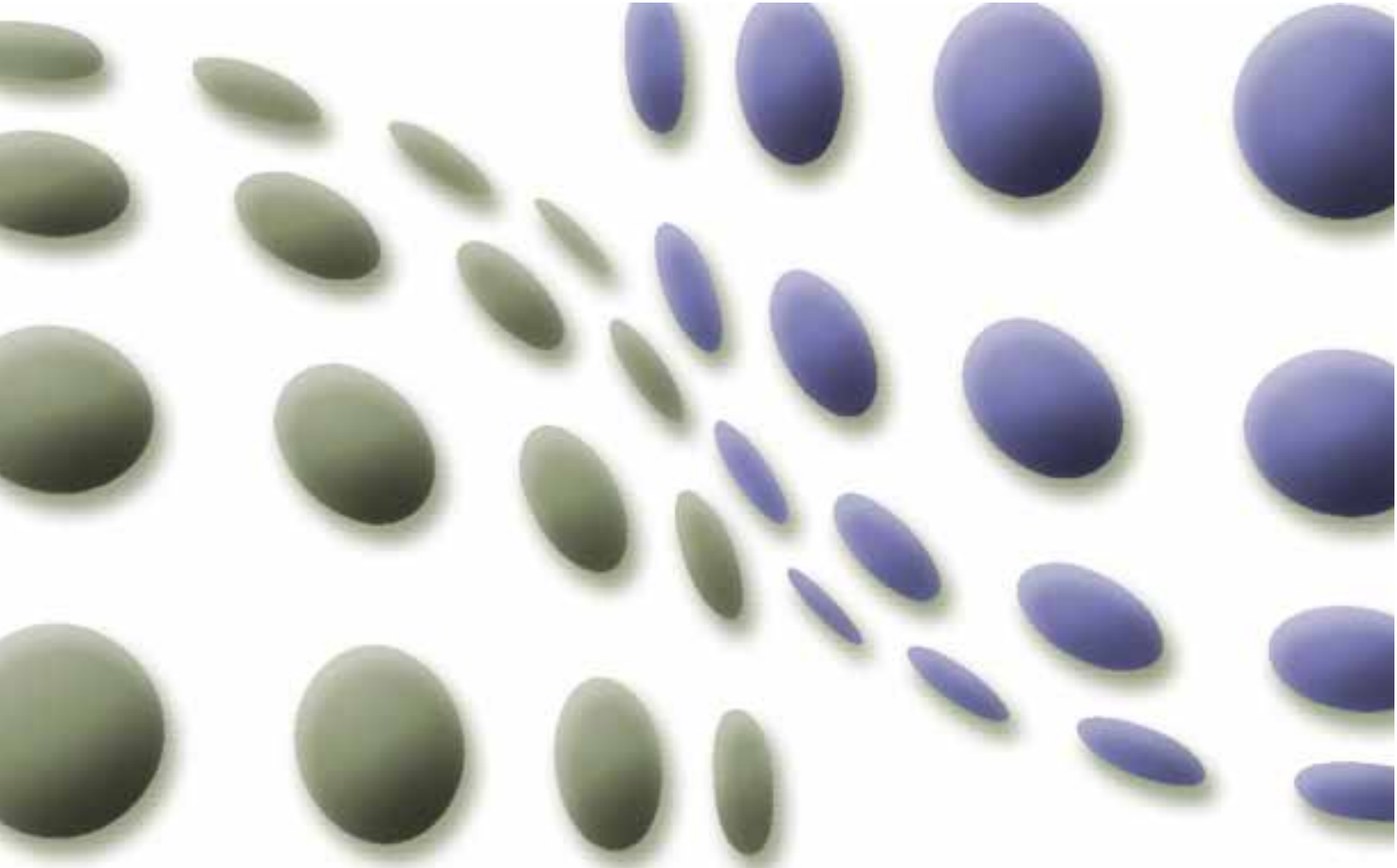
Unless MC Press is notified otherwise by the advertiser, the advertiser's most recent advertisement will be rerun. Any new ads received after the material deadline are subject to a charge of no less than \$100 per ad. If no materials are available by the material deadline, the advertiser will be charged for the insertion.

## **Disposition of Materials**

Materials are retained for 18 months and then destroyed, unless otherwise instructed.

## **List Usage**

All list rentals or exchanges must have prior approval from MC Press administration. The approval includes both list selection criteria and the piece to be distributed. The email database is not available for purchase.



# MC|PRESS *online*

## OFFICE

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