



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 agreeable to just keep on using platforms when systems have taken out of focus and IT starts to feel the pressure. Applications and cloud become (L)R managers often suggest that IT simply provide these brands, guidelines and patterns without knowing the impact it will have on the company.

How do you go about choosing a new platform? It has three key steps to consider before making such an important decision:

- Is it worth the investment cost? (IBM applications often don't migrate)
- What's the best way to transition from the IBM 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 steps in a simplified and clear manner to see how the importance of choosing business requirements to drive business success.