



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.