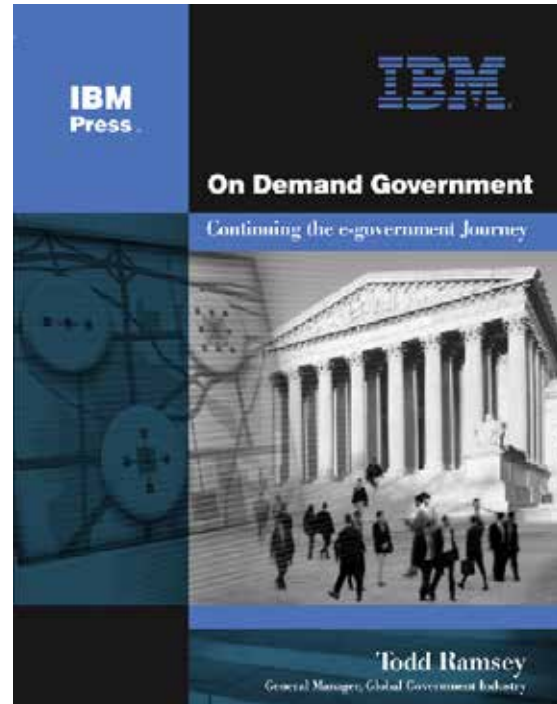
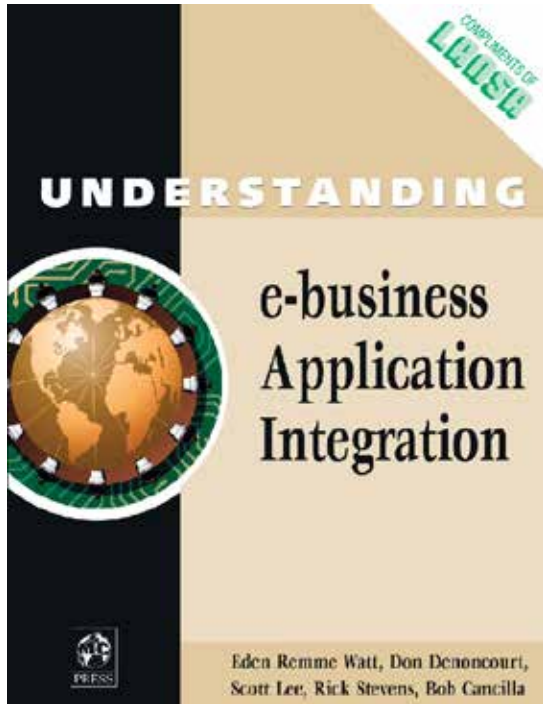


Custom Publishing



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.