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@mcpressonline.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, 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@mcpressonline.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@mcpressonline.com.**