MC Press Online Newsletters

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-thorough 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 obtain by logging into your individual AdButler account at anytime.