



Partner TechTips, Case Studies, and Product Reviews are great ways to share information about your company and products. These guidelines will help you develop your advertorial article and guide you through the publication process.

## Types of Articles

MC Press publishes several types of advertorial. Each has its own distinctive style, but certain traits are common to all. In any type of article, you may hyperlink bits of text to a relevant Web page or email address. Also, many article types benefit from some sort of figure, whether it be code or a graphical enhancement such as a screen shot or illustration.

To make the strongest impact, we strongly encourage you to provide us with original material that has not been previously published elsewhere.

## Partner TechTips

Partner TechTips address a specific problem. For maximum impact, you should follow this formula: Begin your Partner TechTip by presenting a compelling problem that people struggle to resolve. Then, you might mention some less-than-ideal ways to handle the problem. Finally, you present your solution, which is of course the perfect answer. Your maximum word count is 750.

Although most vendors choose to use this as a marketing tool for a product, some vendors prefer to simply generate a true editorial TechTip that provides readers with useful information they can use today. This positions the vendor as an expert and provides the credibility of true editorial.

## Case Studies and Product Reviews

Both Case Studies and Product Reviews highlight the benefits of a vendor's product. Be sure to include important information such as the types of training and technical support that are available. Your maximum word count is 2500.

A Case Study examines the results of an installation for a customer. Start by identifying the problem the customer had. Then, explain the steps the customer took to resolve the problem, which may include investigating other vendors' products. Finally, explain why your product was the best solution to the customer's problem.

A Product Review details the features and functions of a particular product. It's typically more technical in nature than a case study and includes such information as what platforms and releases a product runs on.

## The Writing and Publication Process

If you're struggling to get started, simply organize the points you want to make in a hierarchical format. Then, begin expanding on those points. You'll have an article in no time!

When you feel confident that your article is complete, you're ready to submit your draft. Your draft will be reviewed by the editorial staff in a process that typically takes from one to four weeks. After editing, it will be returned to you for review. Please note that all article drafts must be submitted to MC Press one month before the publication date.

Once your article has been published, be sure to check the forum associated with your article for feedback. Occasionally, readers have questions about some detail in the article. To have forums postings emailed to you directly, go to your article on the Web site and subscribe to the discussion.

## Any Questions?

If you have any questions about writing a Partner TechTip, Case Study, or Product Review, please feel free to call or email Executive Editor Victoria Mack or Senior Editor Chris Smith. We look forward to working with you!