



# Advertising Rates

## Full Network Ad Buy

SPONSORSHIPS		FULL MONTH	
Forums Sponsorship	\$7,500	Site Ads Plus All MC Press Newsletters	
Search Sponsorship	\$4,500	Site Ads Plus All MC Press Newsletters	

## MC Systems Insight and MC iTechnology Manager

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,900	\$1,475	\$1,330	\$1,235	\$1,140
Ad Position 2 - 4	\$1,700	\$1,225	\$1,130	\$1,035	\$940

### ADVERTORIAL

CS or PR*	\$2,100	\$1,625	\$1,530	\$1,435	\$1,340
Partner TechTip**	\$1,800	\$1,325	\$1,230	\$1,135	\$1,040

## MC RPG Developer and MC iApplication Designer

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,700	\$1,275	\$1,190	\$1,105	\$1,020
Ad Position 2 - 4	\$1,500	\$1,075	\$ 990	\$905	\$820

### ADVERTORIAL

CS or PR*	\$1,900	\$1,475	\$1,390	\$1,305	\$1,220
Partner TechTip**	\$1,600	\$1,175	\$1,090	\$1,005	\$920

## MC TNT Tips 'N Techniques

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,500	\$1,150	\$1,080	\$1,010	\$940
Ad Position 2 - 4	\$1,300	\$950	\$880	\$810	\$740

### ADVERTORIAL

CS or PR*	\$1,700	\$1,350	\$1,280	\$1,210	\$1,140
Partner TechTip**	\$1,200	\$1,100	\$1,000	\$900	\$800

### Notes:

\* CS = Case Study up to 2000 words written by MC Press

\* PR = Product Review up to 2000 words written by MC Press

\*\* Written by advertiser up to 750 words

## MC Press Web Site

RUN OF SITE IMPRESSIONS	1 AD	2 ADS	3 ADS	4 ADS
25,000 per month	\$1,100	\$1,200	\$1,300	\$1,400
50,000 per month	\$2,000	\$2,100	\$2,200	\$2,300

## Buyer's Guide

LISTING	ANNUAL RATE
Company and Product Listing—Standard	Free
Company Listing—Enhanced	\$550
Product Listing—Enhanced	\$450

## Pay per Lead Program

Cost per Lead	\$25
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## MC Press Webinars

Webinar—Single Sponsor	\$10,000
Webinar—MC Press Audience-Creation Package Only	\$7,500

## MC Press Custom Publishing Solutions

Reprints and E-Prints	\$750
White Paper and Custom Book Publishing	Call for Pricing

## MC Press List Rental

Broadcast Email—Advertisers	\$3,750 Call for list size
Postal or Telemarketing List—5,000 minimum	\$150 per thousand