

# Ad Specifications



## Full Network Ad Buy

### FORUMS SPONSORSHIP

Letterboard	728 x 90 pixels
Square Button	125 x 125 pixels
Half Banner	234 x 60 pixels

### THREE ADS

### SEARCH SPONSORSHIP

Letterboard	728 x 90 pixels
Large Rectangle	336 x 280 pixels
Half Banner	234 x 60 pixels
Micro Bar	88 x 31 pixels

### TWO ADS

## MC Systems Insight, MC iTechnology Manager, MC RPG Developer, MC iApplication Designer, and MC TNT Tips 'n Techniques

### AD POSITION 1 - 4

Button 1	120 x 90 pixel
500 characters (including spaces and punctuation)	
Large Rectangle	336 x 280 pixels
URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.	

### ONE AD OPTION

## MC Press Online Web Site

### RUN OF SITE ADS

Letterboard	728 x 90 pixels
Large Rectangle	336 x 280 pixels

### TWO AD OPTIONS

### BUYER'S GUIDE ENHANCEMENTS

Square Button	125 x 125 pixels
With unlimited text	

### ONE AD OPTION

### PAY PER LEAD PROGRAM

2 Square Buttons	125 x 125 pixel
With 500-character text set maximum (including spaces), URL to your company's privacy policy, and email address for lead delivery	

### ONE AD OPTION

## MC Press Online Webinar

Specifications and campaign outline provided upon signing

## IMPORTANT NOTICE REGARDING ADVERTISING MATERIALS

- Acceptable advertisement file formats include:
  - JPG (JPEG Joint Photographic Expert Group)
  - GIF (Graphic Interchange Format)
  - PNG (Portable Network Graphics)
- Animated advertisements of up to 30 seconds must be delivered in a compiled format
- All advertising material must be sent via email as a file attachment. Maximum file size 30K.
- All advertising materials must be received five business days before publication or be subject to a \$100 late fee.
- The destination URL to which the advertisement will be linked must be provided in the email.
- For prompt processing, advertising materials should be emailed to both:
  - AdSales@MCPressOnline.com
  - KStuart@MCPressOnline.com

## List Rental Specifications

### Broadcast Email

- HTML Version—No more than 600 pixels wide
- Text Version—No more than 2 pages long
- Both HTML and text files should be sent as file attachments.
- Include time of day email is to be sent on the hour, Pacific Time.
- Email address for test to be sent to for approval.

### Postal Mailing and Telemarketing List

- Sample mailing piece or telemarketing script must be supplied for approval.
- All orders will be shipped to authorized letter shops or mailers via email or FTP at no charge.
- If electronic transmissions cannot be accepted, please inquire about other formats and the associated cost.
- Allow 10 business days to process orders.
- Prepayment is required for all first-time mailers or advertisers or at Publisher's discretion.