

Buying Internet Advertising

What Is Your Advertising Objective?



	Brand Company or Product Name	Drive Traffic to Your Web Site	Generate Sales Leads with Full Contact Information	Educate Readers on Your Products or Services	Measurements of Success	Buying Considerations
FULL NETWORK AD BUY						
FORUMS SPONSORSHIP						
COMBINED WEB AND NEWS-LETTER AD LOCATIONS	PRIMARY	SECONDARY			1. # of Impressions 2. # of Click-Thrus	<ul style="list-style-type: none"> • Location • Impressions • Ad Sizes Available • Readers' Activity When They See Your Ad
SEARCH SPONSORSHIP						
COMBINED WEB AND NEWS-LETTER AD LOCATIONS	PRIMARY	SECONDARY			1. # of Impressions 2. # of Click-Thrus	<ul style="list-style-type: none"> • Location • Impressions • Ad Sizes Available • Readers' Activity When They See Your Ad
TEXT SPONSORSHIP						
COMBINED WEB AND NEWS-LETTER AD LOCATIONS	PRIMARY	SECONDARY			1. # of Impressions 2. # of Click-Thrus	<ul style="list-style-type: none"> • Location • Impressions • Ad Sizes Available • Readers' Activity When They See Your Ad
NEWSLETTER SPONSORSHIP						
AD POSITIONS 1, 2, AND 3						
500-CHARACTER TEXT MESSAGE WITH SMALL HTML GRAPHIC PLUS LARGE HTML GRAPHIC - THREE UNIQUE AD LOCATIONS	PRIMARY	PRIMARY		SECONDARY	1. # of Click-Thrus	<ul style="list-style-type: none"> • Target Audience • Editorial Content • Location • Impressions • Ad Sizes Available • Action Reader Takes on Your Site
ADVERTORIAL						
CASE STUDY, PRODUCT REVIEW, OR PARTNER TECHTIP WITH LARGE HTML GRAPHIC - UNIQUE SIDEBAR WITH JUST YOUR AD AND COMPANY DETAILS		PRIMARY		SECONDARY	1. # of Click-Thrus 2. # of Article Reads	<ul style="list-style-type: none"> • Target Audience • Editorial Content • Location • Impressions • Ad Sizes Available • Action Reader Takes on Your Site
MC PRESS WEB SITE						
RUN OF SITE						
LARGE HTML GRAPHIC	PRIMARY	SECONDARY			1. # of Impressions 2. # of Click-Thrus	<ul style="list-style-type: none"> • Location • Impressions • Ad Sizes Available • Readers' Activity When They See Your Ad
BUYER'S GUIDE LISTING						
		PRIMARY		SECONDARY	1. # of Click-Thrus 2. # of Impressions	<ul style="list-style-type: none"> • Listing Complete • Press Releases Sent to MC Press Online
PAY PER LEAD PROGRAM						
			PRIMARY	SECONDARY	1. # of Leads Generated	<ul style="list-style-type: none"> • Perceived Value of Offer
WEBINAR						
WEBINAR						
			PRIMARY	PRIMARY	1. # Who Register 2. # Who Attended 3. # Exposed to Campaign	<ul style="list-style-type: none"> • Amount of Audience Creation Promotions • Service by Vendor Providing Webinar
BROADCAST EMAIL						
BROADCAST EMAIL						
		PRIMARY		SECONDARY	1. # of Click-Thrus 2. # of Opened Emails	<ul style="list-style-type: none"> • 100% Opt-In • Deliverable Addresses • Past Open Rate • Past Click-Thru Rate • Campaign Reporting