

# Full Network Ad Buy



## Forums, Search, and Text Sponsorship

MC Press Online is proud to offer the only true network ad buy in the market, allowing your company to place an ad in a fixed location not only on our Web site but in every one of our publications as well. This positioning ensures that no matter how our readers access our editorial or how often they do it *over the course of a month*, your advertisements will be seen every time.

### Forums Sponsorship

**Two ad locations on the Web site and one ad in every newsletter**

Home and Feature Section Pages—Upper right section below Forums header; Square Button (125 x 125 pixels)  
Forums Pages—Top of all Forums pages; Letterboard (728 x 90 pixels)  
All 5 MC Press Online Newsletters—In the Recent Reader Discussions section, approximately 12 issues; Half Banner (234 x 60 pixels)

#### Reach

Web Site—Estimated 100,000+ impressions  
Newsletters—225,000+ total circulation; 40,000 open rate

### Search Sponsorship

**Two ad locations on the Web site and one ad in every newsletter**

All Pages—Top of every page as part of the masthead on the site, next to the Search box; Micro Bar (88 x 31 pixels)  
Search Result Pages—Top of pages, Letterboard (728 x 90 pixels)  
All 5 MC Press Online Newsletters—In the newsletter masthead, approximately 12 issues; Micro Bar (88 x 31 pixels)

#### Reach

Web Site—Estimated 200,000+ impressions  
Newsletters—225,000+ total circulation; 40,000 open rate

### Text Sponsorship

**Two ad locations on the Web site and one text link in every newsletter.**

Home and Feature Section Pages—In the left navigation bar; Micro Bar (88 x 31 pixels) and 4 lines of text, maximum 14 characters each line (including spaces)  
Article Pages—At the bottom of every article on the site; Text Links of 100 characters (including spaces) plus URL. Indicate a visible URL if desired and a linking URL for actual click-throughs  
All 5 MC Press Online Newsletters— At the bottom of the issue, approximately 12 issues; Text Links of 100 characters (including spaces) plus URL. Indicate a visible URL if desired and a linking URL for actual click-throughs

#### Reach

Web Site—Estimated 150,000+ impressions  
Newsletters—225,000+ total circulation; 40,000 open rate

**Branding with Better Reach,  
Frequency and Tracking Than  
Print Advertisements!**