Custom Campaign

Audience Creation Package for Your Event

Looking for a way to drive traffic to your own Webcast, Product Launch, Whitepaper, Seminar or Event? MC Press Online has put together an advertising package which will surely generate the audience you're looking for.

Audience Creation Package

If you have your own Webcast capabilities or need to promote a whitepaper, seminar or event, we have you covered with our Audience Creation Package. This campaign package includes:

• One Ad Set (one insertions may be of advertorial format) in three publications in the month prior to the event:

- MC Systems Insight
- MC RPG Developer
- MC TNT Tips 'n Techniques

Ad set includes:

- Half Page - 600 x 300 pixel
  URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking
- Large Rectangle - 336 x 280 pixel
  URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking
- Medium Rectangle - 300 x 250 pixels
  URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.
- Advertorials, if used, should be submitted in Microsoft Word format.

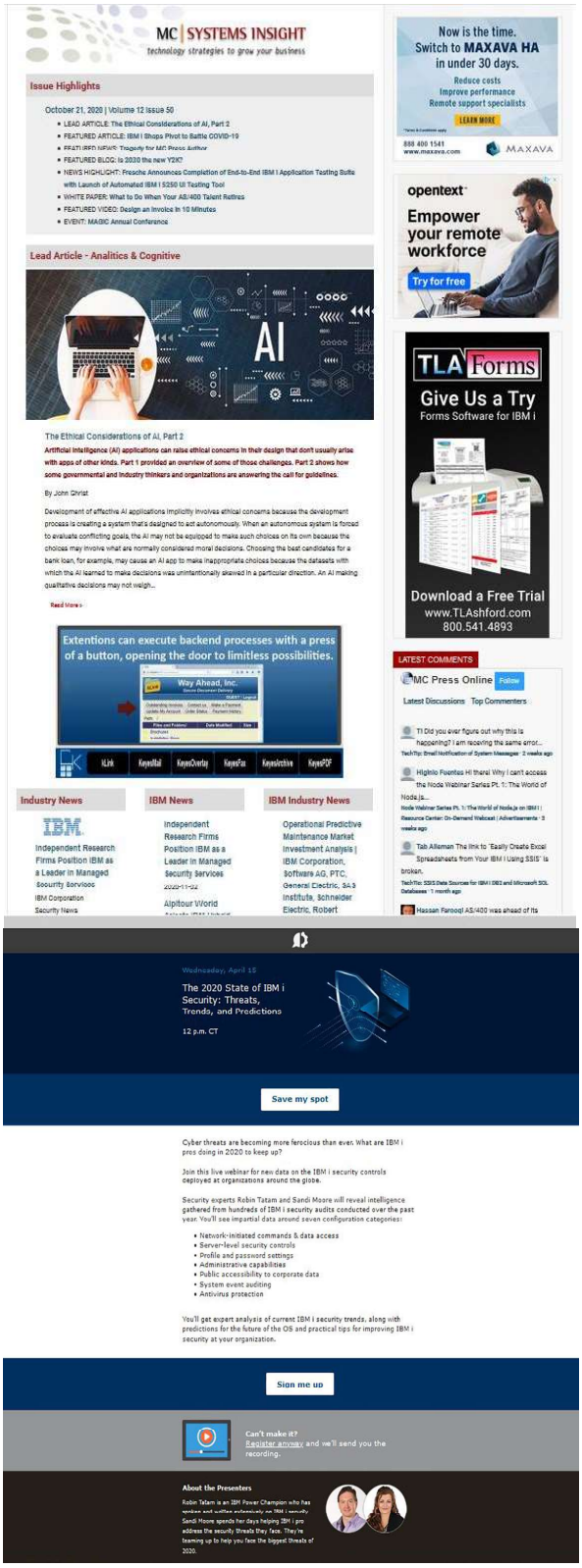
• Three run-of-site ads for four weeks on our Website prior to your event.

Ads included:

- Half Page - 300 x 600 pixel
- Large Rectangle - 336 x 280 pixels
- Medium Rectangle - 300 x 250 pixel

• Two Broadcast Email. Benefits of our email list:

- The MC Press list is 100% opt-in.
- Our list is "self-cleaning."
- MC Press provides you with a report detailing the results of your email campaign.
- Our email broadcast channel allows maximum customization and flexibility to deliver an in-depth information package to prospective buyers.

• Your ads remain on our site for 18 months and can be changed at any-time to promote the on-demand version of your event.

NEWSLETTER SPONSORSHIP AD POSITION