



MC Press Advertorials

Partner TechTips, Case Studies, and Product Reviews

Partner TechTips, Case Studies, and Product Reviews are great ways to share information about your company and products.

Types of Articles

MC Press publishes several types of advertorial. Each has its own distinctive style, but certain traits are common to all. In any type of article, you may hyperlink text to a relevant Web page or email address. Also, many article types benefit from some sort of image, whether it be code or a graphical enhancement such as a screen shot or illustration.

Partner TechTips

Partner TechTips address a specific problem. For maximum impact, you should follow this formula: Begin your Partner TechTip by presenting a compelling problem that IT people struggle to resolve. Then, you might mention some less-than-ideal ways to handle the problem. Finally, you present your solution, which is of course the perfect answer. Some vendors prefer to simply generate a true editorial TechTip that provides readers with useful information they can use today. This positions the vendor as an expert and provides the credibility of true editorial. Your maximum word count is 750.

Case Studies

A Case Study examines the results of an installation for a customer. Start by identifying the customer's problem. Then, explain the steps the customer took to resolve the problem, which may include investigating other vendors' products. Finally, explain why your product was the best solution to the customer's problem. Your maximum word count is 2000.

Product Reviews

A Product Review details the features and functions of a particular product. It's typically more technical in nature than a case study and includes such information as what platforms and releases the product runs on. Your maximum word count is 2000.

The Writing and Publication Process

If you're struggling to get started, simply organize the points you want to make in a hierarchical format. Then, begin expanding on those points. You'll have an article in no time!

If you don't have an in-house writer, that is not a problem. MC Press Online can handle finding an author to work with you to get your Case Study or Product Review written. However MC Press does not provide authors for Partner TechTips.

When you feel confident that your article is complete, you're ready to submit your draft. Your draft will be reviewed by the editorial staff in a process that typically takes from one to four weeks. After editing, it will be returned to you for review. Please note that all article drafts must be submitted to MC Press one month before the publication date.

To make the strongest impact, we recommend you provide us with original material that has not been previously published elsewhere.

Benefits of an Advertorial

- Advertorial articles stay on our Website indefinitely.
- You are the sole advertiser next to the article on the Website.
- Your Large Rectangle advertisement appears in the newsletter and along side all the other articles within that newsletter.
- You can post any amount of information you would like in ad space located next to your advertorial.
- Case Studies and Product Reviews have a unique location on our Website.
- Case Studies and Product Reviews are linked to from within the MC Showcase Buyer's Guide.
- All advertorial articles have links to the Comments app, where visitors can discuss your article and you can provide feedback to them.
- Statistics are available online at any time so you can see the number of page views your advertorial has received.