



## Benefits of an Advertorial

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- MC Press Online can source an author for your Case Studies or Product Reviews.
- Advertorial articles stay on our Web site indefinitely.
- You are the sole advertiser next to the article on the Web site.
- 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 Web site.
- 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. From the home page, select the Archive tab. Then, select either Case Study or Product Review or select Tips & Techniques and filter by Partner TechTip.

The screenshot displays the MC Press Online website interface. At the top, there's a navigation bar with 'MC PRESS online' logo and a search bar. Below the navigation, there's a main content area featuring an article titled 'Partner TechTip: Virtual Tape Technology (VTL) Can Eliminate a Lot of Tape Headaches'. The article is dated '20 FEBRUARY 2013' and is categorized under 'TIPS & TECHNIQUES'. The article text discusses the benefits of VTL technology, mentioning 'SPHINX' and 'Robot-SAVE' solutions. To the right of the article, there are several promotional banners, including one for 'Visit the MC Press Bookstore Before Your Copies are Gone!' and another for 'The 20th State of IBM i Modernization Survey'. Below the article, there's a 'Comments' section with a 'Like' button and a 'Share This' button. At the bottom of the page, there's a 'RESOURCE CENTER' section with a '100 MC Press Bookstore Gift Card Giveaway' promotion.