



Website Advertising

www.MCPressOnline.com

The MC Press Online Website is designed to provide visitors with all the options they need to solve any problem and to provide you with an opportunity to present your solutions along the way. It is truly the backbone of our system, providing a wealth of feature articles, technical tips, news stories, code downloads, forum threads, our Buyer's Guide, the events calendar, videos, and the largest collection of technical books for our unique audience.

A Website is more than an archive for data; it is the meeting place for people with a shared goal. It is a place where people can drop in to access a programming solution, share a breakthrough, and research a product. Today more than ever, people go not to trade publications but to the Web and the MC Press Online site to determine what products are available to solve their issues and improve their bottom line.

We provide you with three differently sized ad spaces (Half Page, Medium and Large Rectangle) throughout the Website to promote your product line, your brand, and your company name.

- Over 20,102 active users each month
- Content updated daily with the latest news and feature articles
- MC Press Online Forums draws readers into discussions posted daily
- MC Showcase Buyer's Guide makes finding information about your company's products and services easy
- MC Press Online Industry Events Calendar offers you an ideal place to promote your event for free
- MC Press Online Videos allows you a place to post ads, demos or Web-cast
- MC Press Online Resource Centers offers our readership the latest White Papers, Webcast, and Trial Software
- MC Press Store is a one-stop shop for continuing education

Run of Site Advertisements

- Wide selection of locations and ad sizes available
- Cost of 25,000 impressions per month: \$1,200 for three ads per month
- Cost of 50,000 impressions per month: \$2,000 for three ads per month
- Cost of a Page Peel ad on every page of the site: \$3,000 per month

Three Ads Run in Multiple Locations

- Sidebar of feature articles
- Sidebar of news articles
- Sidebar of video pages

The collage displays several types of advertisements:

- MC | RPG DEVELOPER**: A banner for a book titled 'MC | RPG DEVELOPER' with the subtitle 'expand your RPG skills'.
- SQL 101**: A featured article titled 'SQL 101: Streamlining Application Development with SQL Triggers, Part 1'.
- TLA Forms**: Multiple ads for 'TLA Forms' software, including a 'Give Us a Try' offer and a 'Download a Free Trial' offer.
- Industry News**: A section with three columns of news items, including 'SQL Study: C-Date Conversion Details' and 'SQL Study: Single-Column Expressions'.
- Can't wait?**: An ad for a book titled 'SQL 101' with a 'Get your copy today!' call to action.
- Resource Center**: An ad for a 'White Paper: Models for Enterprise SQL Modernization'.