

Website Advertising



Pay per Lead — White Paper, Webcast Centers and Trial Software

Have a white paper, on-demand webcast, case study or trial software offer you need to promote?

MC Press can help! Welcome to the MC Press Resource Center. We are committed to using our multi-channel advertising to place your offering where you need it to go—into the hands of IBM professionals. **And the best part is that you only pay for the leads that we send you each month at a rate of \$25 each.**

White Paper, Trial Software, and Webcast Centers

We have centers for these types of offerings, allowing you to maximize your educational and promotional presence.

Company Branding

MC Press posts a Square Button animated image ad featuring your company logo and your offering along with the 750-character description of what visitors will receive and its benefits.

Ongoing Cross-Channel Promotion

MC Press continually drives traffic to these three centers utilizing in-newsletter promotions, semi-monthly email broadcasts, editorial coverage, Website ads, and quarterly giveaways.

One Hundred Percent Opt-In

Each visitor to the centers selects the offerings that they wish to receive, guaranteeing their interest in those offerings. Each visitor may select an offering only once, preventing duplicate leads for an item.

Immediate Demographic Information

The full demographics and request of each visitor is sent directly to you in real time when the request is made. The offerings may be fulfilled by your company or immediately by MC Press through a dedicated URL.

Multiple Listings

There is no limit to the number of offerings you may run at one time. We are happy to provide de-duping service for an additional fee.

Change your offering

You can update or change your offering at any time at no charge.

Dedicated Subject Matter Center

If you have more than 10 assets you would like to promote all related to the same subject be sure to ask your representative about our dedicated centers.

No Up-Front Cost

You only pay for the leads that we send you. Each lead is \$25 with a minimum 50 lead contract. There is no time frame for completion required.



DEMOGRAPHICS WE COLLECT

- First and Last Name
- Company Name
- Address, City, State, ZIP, Country
- Phone and Fax Number
- Email Address
- Industry
- Job Function
- Company Size