



# Website Advertising

## MC Showcase Buyer's Guide

MC Showcase Buyer's Guide logs over half-a-million user sessions per year from professionals in the IT industries. MC Showcase Buyer's Guide's easy-to-use search and well-organized product categorization system make finding suppliers a snap for our visitors.

If you supply hardware, software, or services to businesses, make sure your company is represented in the MC Showcase Buyer's Guide. Your participation in MC Showcase Buyer's Guide will be the most cost-effective marketing tool you will ever use.

### Complimentary Listing

MC Press provides every company in the market with **free** company and product listings. A company listing provides all the necessary demographic information IT professionals need to learn about and contact your company. Each product listing linked to your company profile allows for a full text description and is linked to as many as three of 75 product categories.

### Featured Company and Product Listings

For a nominal annual fee, your company can increase the impact of its company and product listing. An annual featured listing includes unlimited HTML descriptions, image advertising throughout the Buyer's Guide pages, and positioning next to all news articles on our News Portal pages as well as spotlight focuses in all six publications throughout the year.

### Greater Visibility

MC Press increases company and product profiles with ongoing promotions throughout the year in our six publications, house ads, and email broadcasts.

### Instantly Updateable

The IT industry is constantly changing. New products are launched, versions are updated, and partnerships are formed. Unlike printed guides, the MC Showcase Buyer's Guide is fully updateable at anytime, ensuring that our readers have the most accurate information regarding your company on hand the moment they need it.

### Low Annual Cost

You pay only \$550 for a company featured and \$450 for a product featured. To do both is less than \$2.75 a day to have your company highlighted in such a way that our visitors are sure to see it every time they are looking for solutions.



- Less than \$1.51 per day highlights your company.
- Less than \$1.23 per day highlights your company's products