



Advertising Rates

Full Network Ad Buy (Website & Newsletters)

SPONSORSHIPS	FULL MONTH
Full Network Ad Buy	\$2,500

MC Systems Insight

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,805	\$1,400	\$1,265	\$1,175	\$1,085
Ad Positions 2 - 3	\$1,615	\$1,165	\$1,075	\$985	\$895

ADVERTORIAL

CS or PR*	\$1,995	\$1,545	\$1,455	\$1,365	\$1,275
Partner TechTip**	\$1,710	\$1,260	\$1,170	\$1,080	\$990

MC RPG Developer

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,615	\$1,210	\$1,130	\$1,050	\$970
Ad Positions 2 - 3	\$1,425	\$1,020	\$ 940	\$860	\$780

ADVERTORIAL

CS or PR*	\$1,805	\$1,400	\$1,320	\$1,240	\$1,160
Partner TechTip**	\$1,520	\$1,115	\$1,035	\$955	\$875

MC TNT Tips 'N Techniques

AD POSITION	1X	3X	6X	9X	12X
Ad Position 1	\$1,425	\$1,095	\$1,025	\$960	\$895
Ad Positions 2 - 3	\$1,265	\$905	\$835	\$770	\$705

ADVERTORIAL

CS or PR*	\$1,615	\$1,285	\$1,215	\$1,150	\$1,085
Partner TechTip**	\$1,140	\$1,045	\$950	\$855	\$760

Notes:

* CS = Case Study up to 2000 words written by MC Press or advertiser

* PR = Product Review up to 2000 words written by MC Press or advertiser

** Written by advertiser, up to 750 words

MC Press Website

RUN-OF-SITE IMPRESSIONS	2 ADS
25,000 per month	\$1,200
50,000 per month	\$2,100
Website Page Peel	\$2,500

Pay per Lead Program

Single-Offering Cost per Lead	\$25
Multiple-Offering Cost per Lead with De-duplication	\$50

MC Showcase Buyer's Guide

LISTING	ANNUAL RATE
Company and Product Listing—Standard	Free
Company Listing—Enhanced	\$550
Product Listing—Enhanced	\$450

Blog Hosting

Framed or Hosted per Month	\$500
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Video Hosting

First Video	\$250
Second Video within the same month	\$125

Audience Creation Package for Your Event

Audience Creation Package	\$5,000
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MC Press Webinars

Webinar—Single Sponsor	\$9,500
Webinar—Two Sponsors	\$4,500 each

MC Press List Rental

Broadcast Email—(Call for List Size)	\$2,000
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MC Press Custom Publishing Solutions

Reprints and E-Prints	\$250
White Paper and Custom Book Publishing	Call for Pricing

MC Press Website