

# Ad Specifications



## Full Network Ad Buy

### (Website & Newsletters)

<b>WEBSITE &amp; NEWSLETTER SPONSORSHIP</b>	<b>FIVE ADS</b>
Half Page (Vertical)	300 x 600 pixels
Medium Rectangle	300 x 250 pixels
Large Rectangle	336 x 280 pixels
Half Page (Horizontal)	600 x 300 pixels
Broadcast Email	See below
URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.	

### MC Systems Insight, MC RPG Developer, and MC TNT Tips 'n Techniques

<b>AD POSITION 1 - 3</b>	<b>TWO ADS</b>
Half Page (Horizontal)	600 x 300 pixels
Large Rectangle	336 x 280 pixels
Medium Rectangle	300 x 250 pixels
URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.	
Advertorials should be submitted in Microsoft Word format.	

#### IMPORTANT NOTICE REGARDING ADVERTISING MATERIALS

- Acceptable advertisement file formats include:
  - JPG (JPEG Joint Photographic Expert Group)
  - GIF (Graphic Interchange Format)
  - PNG (Portable Network Graphics)
- Animated advertisements of up to 30 seconds must be delivered in a compiled format
- All advertising material must be sent via email as a file attachment. Maximum file size 100K.
- All advertising materials must be received five business days before publication or be subject to a \$100 late fee.
- The destination URL to which the advertisement will be linked must be provided in the email.
- For prompt processing, advertising materials should be emailed to both:
  - AdSales@MCPressOnline.com
  - KStuart@MCPressOnline.com
- Advertorial materials must be received 30 days before publication and should be emailed to:
  - VMack@MCPressOnline.com

## MC Press Online Website

<b>RUN-OF-SITE ADS</b>	<b>TWO ADS</b>
Half Page (Vertical)	300 x 600 pixels
Medium Rectangle	300 x 250 pixels
Large Rectangle	336 x 280 pixels

<b>PAGE PEEL</b>	<b>TWO ADS</b>
Website Page Peel	Company URL

<b>PAY PER LEAD PROGRAM</b>	<b>ONE AD</b>
Square Button	125 x 125 pixel
750-character text set maximum (including spaces and punctuation) and email address for lead delivery	

<b>MC SHOWCASE BUYER'S GUIDE ENHANCEMENTS</b>	<b>ONE AD</b>
Square Button	125 x 125 pixels
With unlimited text, HTML is accepted	

<b>BLOG HOSTING</b>	<b>OPTION</b>
Framed	URL of Website of Blog to Frame
Hosted	Bloggers to Register on MC Press Website

<b>VIDEO HOSTING</b>	<b>ONE AD OPTION</b>
Hosted	Screen Capture 246 x 138 pixels and URL of where hosted

## MC Audience Creation Package and Online Webinar

<b>AD POSITION 1 - 4</b>	<b>THREE ADS</b>
Half Page (Vertical)	300 x 600 pixels
Half Page (Horizontal)	600 x 300 pixels
Large Rectangle	336 x 280 pixels
Medium Rectangle	300 x 250 pixels

URL for click-through. Indicate a visible URL if desired and a linking URL for actual click-through tracking.

- Broadcast Email
- HTML Version
  - HTML file should be sent as file attachments.
  - Include time of day email is to be sent on the hour, Pacific Time.
  - Email address for test to be sent for approval.

## MC Press List Rental Specifications

### Broadcast Email

- HTML Version
- Both HTML and text files should be sent as file attachments.
- Include time of day email is to be sent on the hour, Pacific Time.
- Email address for test to be sent for approval.