MCADCafé
YOUR MARKETING MACHINE

LET THE WORLD'S #1 MCAD PORTAL SITE
BE YOUR #1 MARKETING TOOL!

WWW.MCADCAFE.COM
SANJAY.GANGAL@MCADCAFE.COM
408.882.6554
**WHY ADVERTISE WITH US?**

**WE’RE THE WORLD’S #1 MCAD WEB PORTAL**
MCADCafé reaches out to more CAD professionals than any other CAD website. The portal serves up to 3.1 million ad impressions per month and we send the daily Café News to more than 24,000 CAD industry leaders every day. CAD professionals count on us for the latest industry news and up-to-date technical information.

**UNIQUE, INVALUABLE RESOURCES FOR CAD**
These include the world’s most complete MCAD product catalog listings, technical papers, MCAD news, CEO interviews, multimedia presentations, priority press releases, event postings, job placement and more.

**WE ARE A MARKETING MACHINE**
When you buy a membership on MCADCafé.com, you get more than just banner ads — you get a company profile, download listings, multimedia presentations, catalog listings, email promotions and a CEO interview. In short, you get the most for your marketing dollar.

**MEMBERSHIPS & BUNDLED PACKAGES**

**DECAF MEMBERSHIP**

**THE NEWBIE**
Our base package
You will get a good overall package that includes 12 months of coverage, through banner ads, newsletter ads, and featured listings.

**REGULAR MEMBERSHIP**

**I KNOW WHAT I’M DOING**
For the power marketer
You will get better coverage over the 12 months, with even more banner ads, newsletter ads, and sponsored listings on homepage and newsletter.

**ESPRESSO MEMBERSHIP**

**THE BEST PACKAGE**
For the leader of the pack
Stand out from the crowd! You’re a true power marketer and you want to leverage our proven marketing tools year round to build your brand. Unparallelled options from our complete menu.
À LA CARTE OPTIONS

Banner Ads
Sizes include LeaderBoard (728x90 pixels), SkyScraper (120x600 pixels), Feature Ads (300x250 pixels), Tile ads (125x125 pixels), and Roadblocks / Interstitials (640x480 pixels)

Custom Blogs
With a MCADCAfe Customized Blog your voice and the voice of your co-workers are heard loud and clear by a targeted audience. Be recognized as a thought leader in the industry.

Custom eMail Blasts
Send your message directly to our audience, which comprises over 24,000 subscribers - your custom email message is sure to get noticed.

Featured / sponsored Listings
Homepage and Newsletter listings in the popular sections – Videos, Important Notices, Corporate Newsletters, and Premium press releases.

Job Postings
Homepage and newsletter coverage for your jobs. Each job is also posted on TechJobsCafe.Com.
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BANNER AD OPTIONS

LEADERBOARD 728 X 90 PIXELS

FEATURE AD 300 X 250 PIXELS

TILE AD 1 125 X 125 PIXELS

TILE AD 2 125 X 125 PIXELS

SKYSCRAPER 120 X 600 PIXELS
HOW THEY WORK

INTERSTITIAL // ROADBLOCK ADS

Anyone accessing any page on MCADCafe.com is first presented with this full-page ad for 10 seconds. Users can by-pass the ad by following the link to “Continue to requested page”. The ad is not presented again to the same user for 2 hours.

SPECIFICATIONS

Material can be emailed as attachments to MCADadmin@ibsystems.com or served remotely from an external server.

Banner ads can contain GIF, JPEG, Flash, JavaScript, Forms, or Java. Animations should stop after 3 iterations or 10 seconds whichever is less.

The interstitial ads can be up to 640x480 pixels, up to 100 KB file size.

FULL PAGE AD APPEARS WHEN LOADING MCADCAFE.COM

Speed Up Your Simulation & Save

• CAD Neutral
• Up-front Simulation
• Cloud-based Solution
• Easy to Learn

Free Trial

2-5X MORE CLICK THROUGHS

Interstitials help increase click through rates significantly
ABOUT OUR EXCLUSIVE EMAIL BLASTS

Why do companies use eMail blasts?
- To promote webinars and seminars
- To drive registrations
- To launch new products
- To promote case studies / success stories

What is the cost?
- 10,000 subscribers $2,500
- 20,000 subscribers $4,500

How does it work?
You send us the creative in HTML format. We add our headers and footers and send you a preview message. After the final preview is approved, we can send out the email blast within 24 hours.
VIDEO BASED MARKETING

PROMOTE YOUR VIDEO

100 MILLION
# of Internet users who watch videos every day

1.8 MILLION WORDS
The estimated value of a 1 minute video (according to Dr. James McQuivey)

PROMOTE YOUR VIDEO ON MCADCAFE.COM

SPONSORED VIDEO

- Dominant position
- 2-3x more clickthroughs
- $500 / month
- Rotates with up to 10 videos
- Reach 24,000 subscribers

FEATURED VIDEO

- Dominant position
- 5-10x more clickthroughs
- $1,000 / month
- Rotates with up to 10 videos
- Reach 24,000 subscribers

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ABOUT OUR CUSTOMIZED BLOGS

Your thought leadership voice multiplier
Present thought leadership content featuring your technology to current and potential clients. With an MCADCafe Customized Blog your voice and the voice of your co-workers are heard loud and clear by a targeted International audience.

Unlike a traditional blog your customized blog allows you and selected team members to speak their mind and gain exposure for themselves and your company. Each of your participating team members has their own login, picture and biography.

Your company’s most recent posts are featured on our home page and in each of our e-newsletters that are sent to more than 24,000 targeted subscribers every weekday evening.

Your blogs are also featured on our new Facebook page to give you additional coverage.

Custom blogs are already being used effectively by many leading CAD companies and industry experts and commentators.

A blog for you, and all your team members
Each of your team members has their own point of view and style, and now you can give each of them the opportunity to share their knowledge and expertise with the MCADCafe community while providing thought leadership content that features your technologies.

Set-up, Maintenance and Support
We set-up your company and team member’s blogs. Then we provide on-going maintenance and support and continually upgrade your blogs with the latest plug-in functionality.
FIND YOUR IDEAL
JOB CANDIDATE

Success is measured by results. Our portal power combined with TechJobsCafé.com brings you the targeted high-tech candidates you’re looking to hire in your company.

Testimonials from advertisers:

“TechjobsCafé is an excellent job board for attracting top talent”

IT Professional, Synplicity, Inc.

The most cost effective to fill your open positions, fast. Here’s why:

1. Each of your jobs posted on TechJobsCafé.com also appears on the MCADCafé.com homepage. Visited by more than 24,000 CAD professionals every month, MCADCafé.com is the #1 CAD web portal in the world.
2. Each of your job postings is also sent to our 24,000+ daily newsletter subscribers. This is an audience that may never visit any of the major job boards, such as, Monster, but we bring your job opening to this passive job-seeking audience.
3. We have thousands of resumes from CAD professionals accessible to you when you sign up for a three-month membership.
4. This extremely targeted approach costs much less than postings on Monster and is much more effective in finding you the right candidate.

FIND MS. OR MR. RIGHT

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NUMBER OF JOB POSTINGS

MONTHLY COST
1 FOR $250 EACH
2 FOR $180 EACH
3 FOR $166 EACH
4 FOR $144 EACH
5-10 FOR $125 EACH

STANDARD DISCOUNTS
3-5 MONTHS - 10%
6-11 MONTHS - 15%
12 MONTHS - 20%

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CORPORATE NEWS
TELL EVERYONE WHAT’S NEW

44%
44% OF EMAIL RECIPIENTS MADE AT LEAST ONE PURCHASE LAST YEAR BASED ON A PROMOTIONAL EMAIL

B2B
72% OF B2B BUYERS ARE LIKELY TO SHARE USEFUL CONTENTS OF A PROMOTIONAL EMAIL

PROMOTE YOUR NEWS ON MCADCAFE.COM

PREMIUM PRESS RELEASES
- Featured on homepage
- Featured on inside pages
- Featured on newsletters
- $249 /each
- Reach 24,000 subscribers

IMPORTANT NOTICE LISTINGS
- Featured on homepage
- Featured on inside pages
- Featured on newsletters
- $500 / week
- Reach 24,000 subscribers

CORPORATE NEWSLETTER LISTING
- Featured on homepage
- Featured on inside pages
- Featured on newsletters
- $500 / month
- Reach 24,000 subscribers

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# MCADCAFÉ

**YOUR MARKETING MACHINE**

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## Banner Ad Rates

<table>
<thead>
<tr>
<th>Banner Ad Description</th>
<th>Size (pixels)</th>
<th>List CPM</th>
<th>1 month</th>
<th>3 months (10% discount)</th>
<th>6 months (20% discount)</th>
<th>12 months (30% discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$50</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$20</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$40</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,200</td>
<td>$2,800</td>
</tr>
<tr>
<td>Feature Ad (IMU)</td>
<td>300x250</td>
<td>$50</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Interstitial (Roadblock)</td>
<td>640x480</td>
<td>$200</td>
<td>$20,000</td>
<td>$18,000</td>
<td>$16,000</td>
<td>$14,000</td>
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<table>
<thead>
<tr>
<th>MCADCAFE.COM Run-Of-Site Ads</th>
<th>Size (pixels)</th>
<th>List CPM</th>
<th>1 month</th>
<th>3 months (10% discount)</th>
<th>6 months (20% discount)</th>
<th>12 months (30% discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$50</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
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<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$20</td>
<td>$1,000</td>
<td>$900</td>
<td>$800</td>
<td>$700</td>
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<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$40</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Feature Ad (IMU)</td>
<td>300x250</td>
<td>$50</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>Interstitial (Roadblock)</td>
<td>640x480</td>
<td>$200</td>
<td>$10,000</td>
<td>$9,000</td>
<td>$8,000</td>
<td>$7,000</td>
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## Café news and MCAD Weekly e-newsletter ads

<table>
<thead>
<tr>
<th>Banner Ad Description</th>
<th>Size (pixels)</th>
<th>cost/day</th>
<th>1 day</th>
<th>1 week - 5 days (20% discount)</th>
<th>1 month - 20 days (30% discount)</th>
<th>3 months - 60 days (40% discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$600</td>
<td>$600</td>
<td>$480</td>
<td>$420</td>
<td>$360</td>
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<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$300</td>
<td>$300</td>
<td>$240</td>
<td>$210</td>
<td>$180</td>
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<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$500</td>
<td>$500</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
<tr>
<td>Feature Ad (IMU)</td>
<td>300x250</td>
<td>$600</td>
<td>$600</td>
<td>$480</td>
<td>$420</td>
<td>$360</td>
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</tbody>
</table>

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## Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Rate</th>
<th>QTY</th>
<th>Cost</th>
<th>QTY</th>
<th>Cost</th>
<th>QTY</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Sponsored Video Listings</td>
<td>$500 / MONTH /LISTING</td>
<td>1</td>
<td>$500</td>
<td>2</td>
<td>$1,000</td>
<td>4</td>
<td>$2,000</td>
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<tr>
<td>Corporate Newsletter Listing</td>
<td>$500 / NEWSLETTER</td>
<td>1</td>
<td>$500</td>
<td>4</td>
<td>$2,000</td>
<td>12</td>
<td>$6,000</td>
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<tr>
<td>Job Listings</td>
<td>$250 / JOB / MONTH</td>
<td>4</td>
<td>$1,000</td>
<td>8</td>
<td>$2,000</td>
<td>12</td>
<td>$3,000</td>
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<tr>
<td>Premium Press Releases</td>
<td>$399 /PR</td>
<td>4</td>
<td>$1,000</td>
<td>8</td>
<td>$2,000</td>
<td>12</td>
<td>$3,000</td>
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<tr>
<td>Tile Banner Ads</td>
<td>$20 CPM</td>
<td>450</td>
<td>$9,000</td>
<td>450</td>
<td>$9,000</td>
<td>450</td>
<td>$9,000</td>
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<tr>
<td>Skyscraper Banner Ads</td>
<td>$40 CPM</td>
<td>0</td>
<td>$0</td>
<td>360</td>
<td>$14,400</td>
<td>900</td>
<td>$36,000</td>
</tr>
<tr>
<td>Exclusive Email Blast</td>
<td>$2,500 FOR 10,000 EMAILS</td>
<td>1</td>
<td>$2,500</td>
<td>2</td>
<td>$5,000</td>
<td>4</td>
<td>$10,000</td>
</tr>
<tr>
<td>Boombox Newsletter Ad</td>
<td>$500 / DAY</td>
<td>12</td>
<td>$6,000</td>
<td>12</td>
<td>$6,000</td>
<td>24</td>
<td>$12,000</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td></td>
<td></td>
<td>$20,500</td>
<td></td>
<td>$41,400</td>
<td></td>
<td>$81,000</td>
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<tr>
<td><strong>Discount</strong></td>
<td></td>
<td></td>
<td>20%</td>
<td></td>
<td>30%</td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td><strong>Membership Cost</strong></td>
<td></td>
<td></td>
<td>$16,400</td>
<td></td>
<td>$28,980</td>
<td></td>
<td>$48,600</td>
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<tr>
<td><strong>Monthly Membership Cost</strong></td>
<td></td>
<td></td>
<td>$1,367</td>
<td></td>
<td>$2,415</td>
<td></td>
<td>$4,050</td>
</tr>
</tbody>
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Thousands of CAD industry professionals visit MCADCafé.com daily to learn about the latest industry trends, gather mission-critical technical and business information, learn about the latest design tools and services, and to get the latest company information. The site attracts more than 200,000 page views per month and has been the #1 MCAD portal for many years.

MCADCafe.com web portal attracts more than 60,000 unique visitors to the site every month. MCADCafé.com also reaches out daily to more than 24,000 CAD industry leaders with its Café News, a daily HTML e-zine that brings the latest industry news and technical advancements right to the professional’s desktop.

**Statistics & Demographics**

- 44% - North America
- 31% - Europe
- 20% - Asia
- 2% - South America
- 2% - Australia
- 1% - Other

**Traffic by Continent**

**Subscribers**

- 54% - Engineer
- 16% - Students
- 14% - Management
- 6% - Consultant
- 4% - Engineer Management
- 4% - Educator
- 2% - Sales and Marketing

**Traffic by Domain**

- 51% - .Com
- 23% - International
- 8% - .Gov
- 7% - .Net
- 7% - .Edu
- 3% - .Org
- 1% - .Mil

**Target Audience**

All MCADCafé.com visitors are MCAD Professionals so you’re sure to reach the right audience. We deliver more than 200,000 page views each month, reach more than 60,000 unique visitors, and send each issue of MCADWeekly to more than 24,000+ subscribers.