

# MCADCAFÉ

YOUR MARKETING MACHINE 

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

[WWW.MCADCAFE.COM](http://WWW.MCADCAFE.COM)

[SANJAY.GANGAL@MCADCAFE.COM](mailto: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. Unparalleled options from our complete menu.

# ADVERTISING OPTIONS

## À LA CARTE OPTIONS



**#01**

### Banner Ads

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

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**#02**

### 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.

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**#03**

### 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

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**#04**

### Featured / sponsored Listings

Homepage and Newsletter listings in the popular sections - Videos, Important Notices, Corporate Newsletters, and Premium press releases.

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**#05**

### Job Postings

Homepage and newsletter coverage for your jobs. Each job is also posted on TechJobsCafe.Com.

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## BANNER AD OPTIONS

MCADCAFÉ

Google Custom Search

Like 1,399 people like this. Be the first of your friends.

News Events Editorial Tutorials Jobs Companies Videos Downloads Blogs Forums Books RSS Advertise

**CAN YOUR PDM DO THIS? LEADERBOARD 728 X 90 PIXELS**

LOAD BIG CAD DATA USING THE RESOURCES

aras corp

DOWNLOAD REPORT

**FEATURE AD 300 X 250 PIXELS**

TODAY'S CHOICE: PLAIN & SIMPLE

Click to start your Free Trial

ZW3D All-in-one, affordable CAD/CAM

Subscribe

Your Email

Go

Subscribe to our Daily Newsletter and get daily updates on events and happenings.

What's New on MCADCafe

Jeff Rowe interviews Edwin Braun, President & CEO of Cebas Visual Technologies at the 2014 SIGGraph Conference in Vancouver

Interview with Mark Foti, Product Manager for CNC Simulation at ModuleWorks at the 2014 IMTS

FEA Information Engineering Solutions Volume 3, Issue 09, September 2014

Siemens Provides \$32 Million In-Kind Software Grant to Central Piedmont Community College to Educate...

Jeff Rowe interviews Colin Urquhart, CEO of Dimensional Imaging at the 2014 SIGGraph Conference in V...

Interview with Jean Ruby, VP Business Development & Technical Marketing Manager at ICAM at the 2014 ...

Imperial Tobacco Group Selects Aras as Enterprise PLM Backbone

"CG Market Forecast To Be ~\$150 Billion" By 2017 by Jeff Rowe

SolidWorks 2015 Launch Locations Announced Atlanta

MCADCAFÉ Guest Blog

3D VR

**TILE AD 1 125 X 125 PIXELS**

San Diego June 24, 2015

**TILE AD 2 125 X 125 PIXELS**

CAE

Delcam Advanced Manufacturing Solutions

LEARNING EXPERIENCE

www.delcam.tv/lz

Featured Video

GAMWorks

Tim Fulton, Product Manager Hawk Ridge Systems

Submit | More Videos

Online Events

Webcast: Astec Cuts Product Development Cycle Time from Months to Days with 3D Printing

More Events

Editorial

Jeff's MCAD Blogging by Jeff Rowe

CG Market Forecast To Be ~\$150 Billion By 2017

Editorial Archives

Latest Blog Posts

Shape Your World by Nathan Dunn

**SKYSCRAPPER 120 X 600 PIXELS**

Discover What's New in PartMaker

www.delcam.tv/lz

## CONTACT

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## 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.

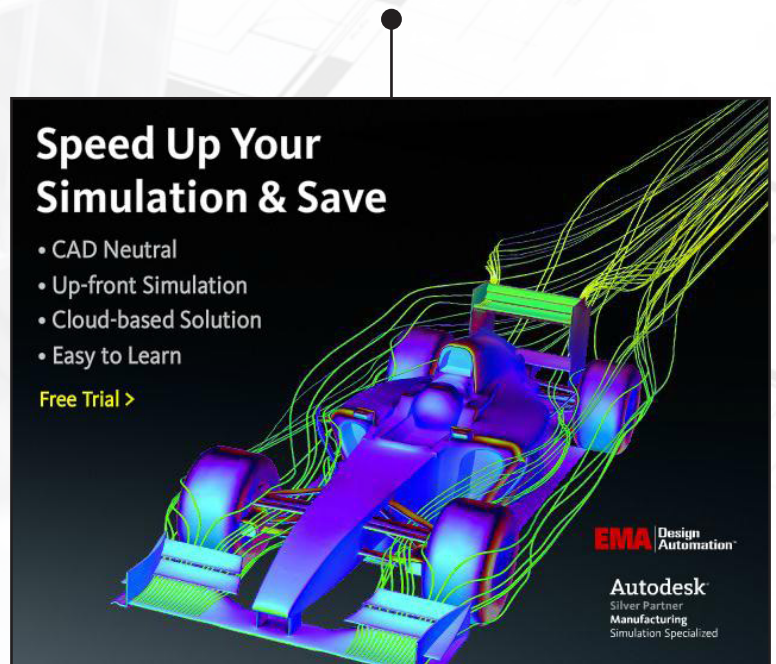
## SPECIFICATIONS

Material can be emailed as attachments to [MCADadmin@ibsystems.com](mailto: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



**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

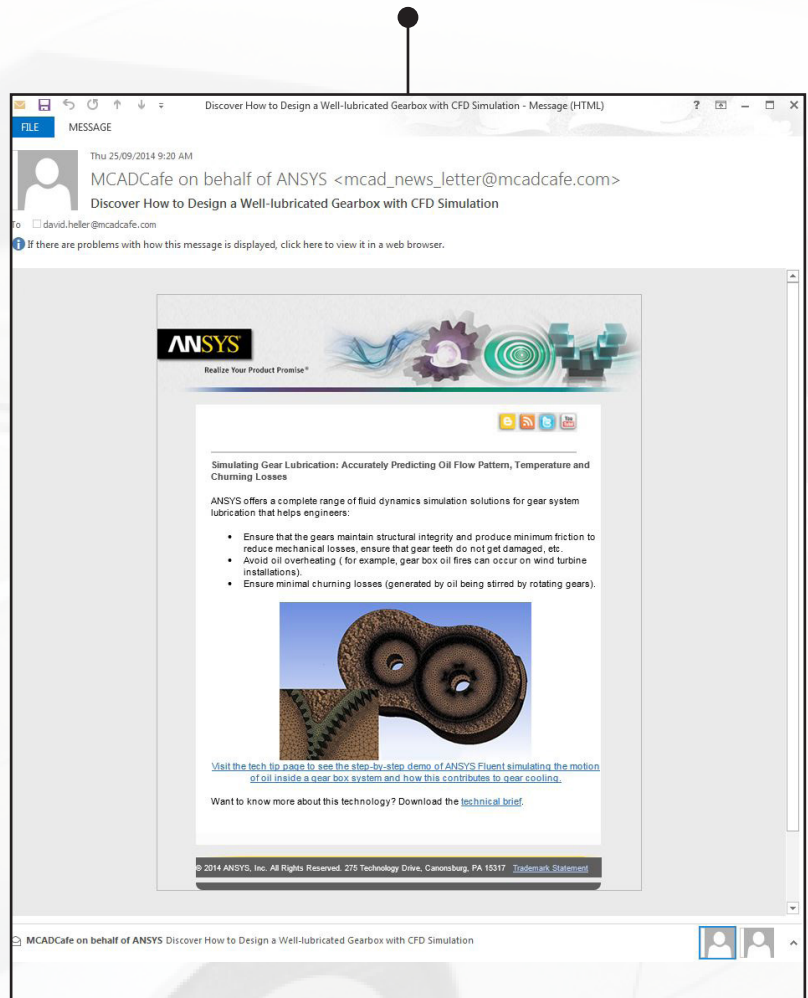
What is the cost?

- 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.

## SAMPLE EMAIL BLAST MCADCAFE.COM



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## HOMEPAGE / NEWSLETTER FEATURED VIDEO AND SPONSORED VIDEO

### VIDEO BASED MARKETING PROMOTE YOUR VIDEO

### PROMOTE YOUR VIDEO ON MCADCAFE.COM

**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)



The screenshot shows the MCADCAFÉ website interface. At the top, there's a navigation bar with links for News, Events, Editorial, Tutorials, Jobs, Companies, Videos, Downloads, Blogs, Forums, Books, RSS, and Advertise. A prominent banner at the top right asks 'CAN YOUR PDM DO THIS?' and promotes a report on loading big CAD data 80% faster. Below the navigation, there are several content blocks: a 'TODAY'S CHOICE' section for 'PLANE & SIMPLE' with a 'TRY IT TODAY!' button; a 'Guest Blog' section for 'Experiencing Solidwork's Single Modeling Environment'; a 'Featured Video' section with a play button and '3D' label; a 'Sponsored Video' section with a play button and 'LEAPING' label; and a 'What's New on MCADCAFÉ' section listing recent news items. The right sidebar contains a 'San Diego' event listing and a 'CAE' logo.

### 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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## CUSTOM BLOGS

### 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.

### CONTRIBUTE FRESH IDEAS



### JOIN OUR BLOGGERS



Jared Conway  
Hawk Ridge  
Systems



Jennifer Herron  
Action Engineering



Nathan Dunn  
GoEngineer

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## 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.

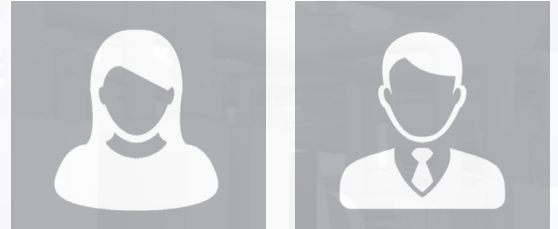
Testimonials from advertisers:

**"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

## JOB POSTING OPTIONS

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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# HOMEPAGE / NEWSLETTER CORPORATE NEWSLETTER & IMPORTANT NOTICES

**CORPORATE NEWS**  
TELL EVERYONE WHAT'S NEW

**PROMOTE YOUR NEWS ON  
MCADCAFE.COM**

# 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



## PREMIUM PRESS RELEASES

- ✓ Featured on homepage
- ✓ Featured on inside pages
- ✓ Featured on newsletters
- ✓ \$399 /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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## BANNER AD RATES

MCADCAFE.COM Run-Of-Site Ads			Monthly cost for 100,000 impressions/month			
Banner Ad Description	Size (pixels)	List CPM	1 month	3 months (10% discount)	6 months (20% discount)	12 months (30% discount)
Top Leaderboard	728x90	\$50	\$5,000	\$4,500	\$4,000	\$3,500
Sidebar Tile Ad	125x125	\$20	\$2,000	\$1,800	\$1,600	\$1,400
Sidebar Skyscraper	120x600	\$40	\$4,000	\$3,600	\$3,200	\$2,800
Feature Ad (IMU)	300x250	\$50	\$5,000	\$4,500	\$4,000	\$3,500
Interstitial (Roadblock)	640x480	\$200	\$20,000	\$18,000	\$16,000	\$14,000

MCADCAFE.COM Run-Of-Site Ads			Monthly cost for 50,000 impressions/month			
Banner Ad Description	Size (pixels)	List CPM	1 month	3 months (10% discount)	6 months (20% discount)	12 months (30% discount)
Top Leaderboard	728x90	\$50	\$2,500	\$2,250	\$2,000	\$1,750
Sidebar Tile Ad	125x125	\$20	\$1,000	\$900	\$800	\$700
Sidebar Skyscraper	120x600	\$40	\$2,000	\$1,800	\$1,600	\$1,400
Feature Ad (IMU)	300x250	\$50	\$2,500	\$2,250	\$2,000	\$1,750
Interstitial (Roadblock)	640x480	\$200	\$10,000	\$9,000	\$8,000	\$7,000

Café news and MCAD Weekly e-newsletter ads			daily cost			
Banner Ad Description	Size (pixels)	cost/day	1 day	1 week - 5 days (20% discount)	1 month - 20 days (30% discount)	3 months - 60 days (40% discount)
Top Leaderboard	728x90	\$600	\$600	\$480	\$420	\$360
Sidebar Tile Ad	125x125	\$300	\$300	\$240	\$210	\$180
Sidebar Skyscraper	120x600	\$500	\$500	\$400	\$350	\$300
Feature Ad (IMU)	300x250	\$600	\$600	\$480	\$420	\$360

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## CAFE MEMBERSHIPS

MAJOR DISCOUNTS FOR  
BUNDLED PACKAGES

DECAF  
MEMBERSHIP

REGULAR  
MEMBERSHIP

ESPRESSO  
MEMBERSHIP

BENEFITS	RATE	QTY	COST	QTY	COST	QTY	COST
<b>SPONSORED VIDEO LISTINGS</b> EACH LISTING ROTATES WITH OTHER SPONSORED VIDEO LISTINGS ON DAILY NEWSLETTER AND HOMEPAGE	\$500 / MONTH /LISTING	1	\$500	2	\$1,000	4	\$2,000
<b>CORPORATE NEWSLETTER LISTING</b> WE PUBLISH YOUR COPORATE NEWSLETTER ON GISCAFE HOMEPAGE AND DAILY NEWSLETTER	\$500 / NEWSLETTER	1	\$500	4	\$2,000	12	\$6,000
<b>JOB LISTINGS</b> EACH JOB IS LISTED ON THE SITE FOR ONE MONTH	\$250 / JOB / MONTH	4	\$1,000	8	\$2,000	12	\$3,000
<b>PREMIUM PRESS RELEASES</b> EACH PRESS RELEASE IS BOLDED, HIGHLIGHTED, AND PUBLISHED TOWARDS THE TOP OF THE DAILY NEWS	\$399/PR	4	\$1,000	8	\$2,000	12	\$3,000
<b>TILE BANNER ADS</b> 125X125 PIXEL SIDE BANNERS	\$20 CPM	450,000	\$9,000	450,000	\$9,000	450,000	\$9,000
<b>SKYSCRAPER BANNER ADS</b> 120X600 PIXEL SIDE BANNERS	\$40 CPM	0	\$0	360,000	\$14,400	900,000	\$36,000
<b>EXCLUSIVE EMAIL BLAST</b> ONE EMAIL BLAST TO 10,000 SUBSCRIBERS	\$2,500 FOR 10,000 EMAILS	1	\$2,500	2	\$5,000	4	\$10,000
<b>BOOMBOX NEWSLETTER AD</b> A 300X250 PIXEL AD IN THE CAFENEWS FOR ONE DAY - SENT TO 40,000+ SUBSCRIBERS BY EMAIL.	\$500 / DAY	12	\$6,000	12	\$6,000	24	\$12,000
<b>TOTAL COST</b>			\$20,500		\$41,400		\$81,000
<b>DISCOUNT</b>		20%	\$4,100	30%	\$12,420	40%	\$32,400
<b>MEMBERSHIP COST</b>			\$16,400		\$28,980		\$48,600
<b>MONTHLY MEMBERSHIP COST</b>			\$1,367		\$2,415		\$4,050

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# STATISTICS & DEMOGRAPHICS

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.

MCADCafé.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.

## TRAFFIC BY CONTINENT

1

### SUBSCRIBERS

- 1 44% - North America
- 2 31% - Europe
- 3 20% - Asia
- 4 2% - South America
- 5 2% - Australia
- 6 1% - Other

2

3

4

### 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.

## JOB FUNCTIONS

- 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

5