



MSP
TGLOBALDAY

2025 MEDIA KIT

www.msptoday.com



181,000
MONTHLY PAGE VIEWS



THE PREMIERE DESTINATION

MSP Today is the premier online destination for Managed Service Providers (MSPs) and IT service providers worldwide.

As the industry's leading web portal, we are committed to delivering timely and relevant news, cutting-edge product information, and invaluable insights to empower MSPs and IT professionals to thrive in today's rapidly evolving technology landscape.

At MSP Today, we understand the challenges faced by MSPs and IT service providers in navigating the complexities of the modern business environment. Our dedicated team of expert journalists and industry analysts is on top of the latest trends, best practices, and industry thought leadership to help channel executives stay ahead of the curve. In-depth articles on emerging technologies, comprehensive product reviews, actionable tips to optimize your IT services - MSP Today is the recognized go-to resource for all things MSP-related.

As an advertiser or sponsor, you reach a vibrant community of influential executives who make buying and partnership decisions. Contact us now to propel your business to new heights.

94%

Subscribers/Visitors Who
Make Purchase Decisions

75%

Visitors from MSPs, MSSPs,
Resellers, VARs Agents

1 in 5 VISITORS

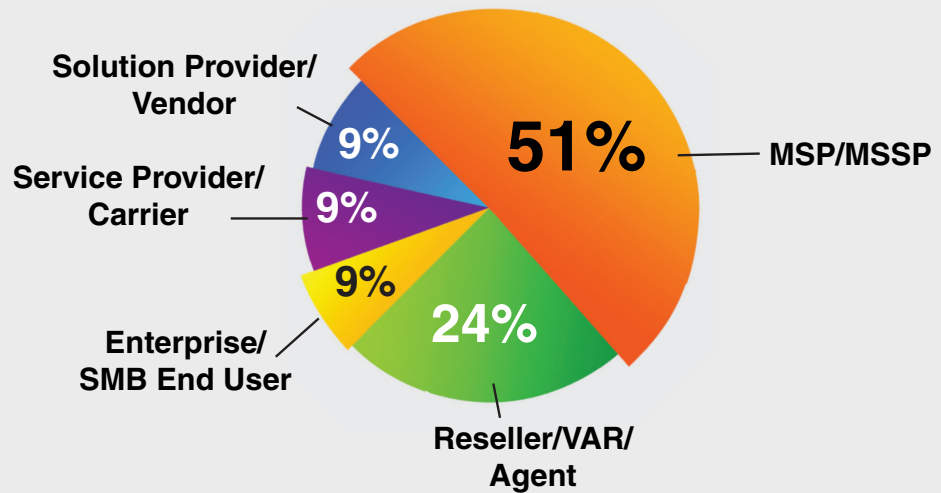
Work at companies with gross
sales of \$50 Million or more!



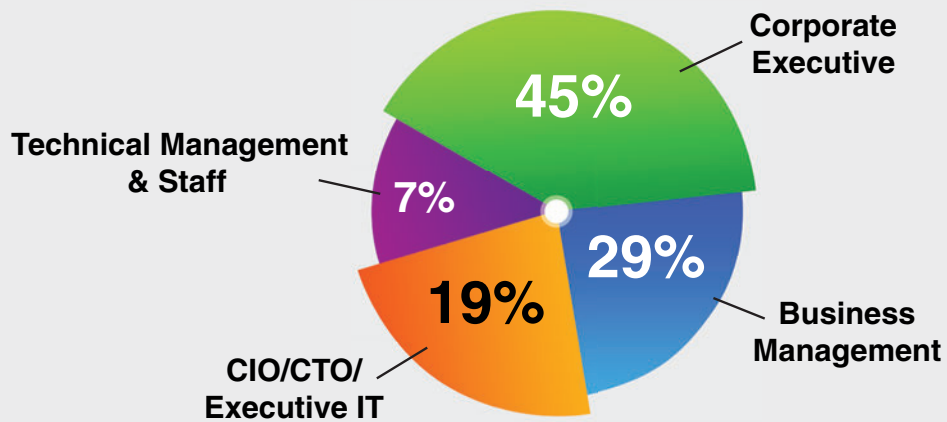
www.msptoday.com

To advertise, please contact Client Services at Inquiry@tmcnet.com or 203-852-6800

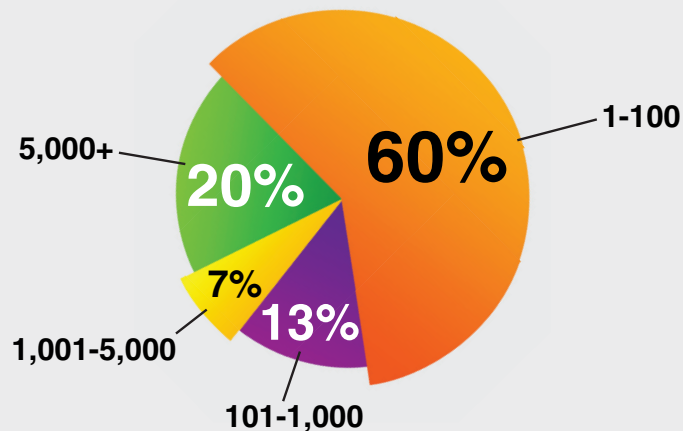
AUDIENCE BREAKDOWN



INFLUENTIAL DECISION-MAKERS



COMPANY SIZE



64%

OF VISITORS ARE
EXECUTIVE-LEVEL
CORPORATE
MANAGEMENT



Increase Your Brand Visibility:

As the exclusive sponsor of MSP Today eNews, you instantly increase your brand visibility among a targeted audience you know is interested in MSP solutions.

Lead Generation:

Tap into the 19,400+ subscriber base of MSP/Channel professionals, decision makers, and potential partners and customers who will see your ads prominently placed in each issue. Use compelling calls to action to generate clicks to your site.

Product Promotion:

Use your sponsorship real estate as a platform to promote your solutions - or to roll out a new partner program or product launch. Showcase your offerings to a targeted audience, generating increased interest - and higher sales.

Partnership Opportunities:

Your sponsorship messaging reaches the heart of the channel/MSP market. Explore opportunities to expand your partner and channel programs.

Weekly Newsletters

- MSP Today



E-Newsletter Sponsorship:

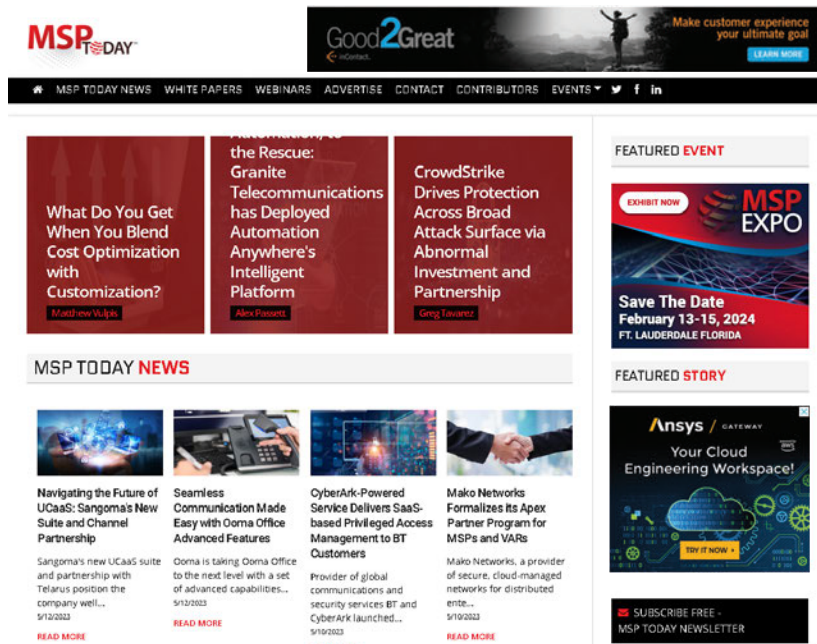
\$1,000 - single newsletter

\$2,500 - pack of four newsletters



Targeted Relevant Results

Influential readers see your ads in context with relevant editorial - placing them in a frame of mind to evaluate solutions.



Leaderboard:

728x90 pixels
72 dpi, 50k max
Acceptable files:
.gif, .jpg, .swf,
.png, l-frame

Ad Box:

Dimensions
300x250 pixels
72 dpi, 70k max
Acceptable files:
.gif, .jpg, .swf,
.png, l-frame

Site Road Block

A Road Block utilizes up to three ad units in feature stories to maximize exposure.



Site Takeover

High Impact opportunity seen by every visitor.



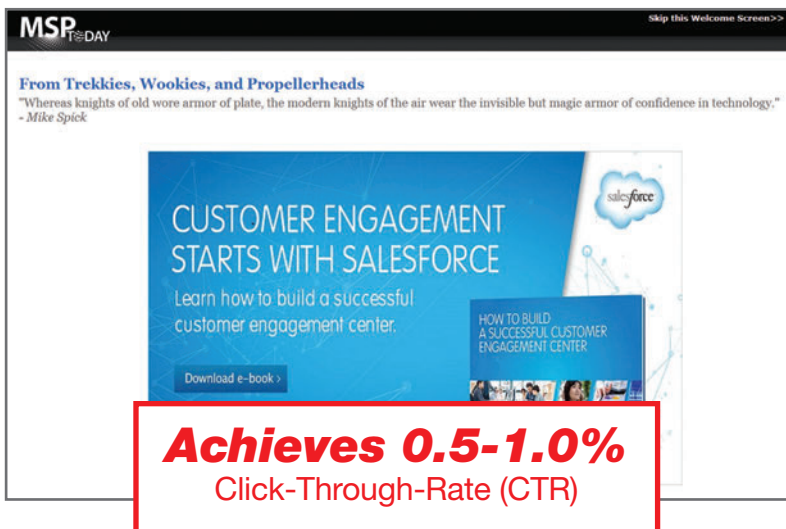
MSP Today offers a variety of choices to fit your branding and your budget. With such high volume and targeted traffic, your ads are a cost-effective way to build your brand and connect with prospects who have active budgets and are researching solutions.

27,000
Monthly Unique Visitors

Splash Page

This stand-alone interstitial page is dedicated to a single advertiser.

Your large-format ad appears on Cloud Computing, between pages of content. The splash page will appear once a day for each visitor.



Achieves 0.5-1.0%
Click-Through-Rate (CTR)

Benefits

- No clutter of competition; the advertiser owns the page.
- The advertiser can have animation in the ad to create excitement or curiosity, and increase click-thru rates.
- The larger size format enables the advertiser to provide more detail. (Dimensions: 160 x 600)

Online Advertising Rates

Ad Unit	Rate	Minimum buy
Leaderboard	\$20 CPM	Minimum 100,000 impressions
Skyscraper	\$20 CPM	Minimum 100,000 impressions
Ad Box	\$20 CPM	Minimum 100,000 impressions
Site Takeover	\$30 CPM	Minimum 100,000 impressions
Splash Page	\$50 CPM	Minimum 25,000 impressions
Roadblock	\$30 CPM	Minimum 100,000 impressions



Host Your Webinar With MSP Today

A Proven, Highly Successful Lead Generator.

Turn-Key:

By partnering with MSP Today and TMCnet, you gain access to a turn-key webinar program that delivers high quality, actionable leads.

Here's What You Get:

- Complete contact info for all registrants
- Expert moderator
- Access to MSP Today, MSP Expo and TMCnet prospect databases to attract quality prospect
- Easy-to-use webinar platform
- Professional registration system
- 6-month archive to drive more leads

Targeted:

Pinpointing your ideal audience has never been easier. With our advanced targeting options, you can narrow down your audience ensuring that your message reaches the right audience by :

- industry type
- annual revenue
- number of employees
- region
- job function



Trusted:

Your webinar experience will be seamless from start to finish. Our expert team manages every step of the process - from marketing and promotion to registration and content development. With a veteran TMC editor serving as moderator, you can trust that your message will be expertly delivered.

Maximum Visibility:

By partnering with MSP Today, you leverage our influential audience and expand your reach, ultimately increasing your visibility and brand recognition.

Instant Credibility:

Your association with MSP Today and TMCnet multiplies your credibility and reputation. It's a seal of approval that builds trust with potential customers and partners.

Consultative Expertise:

Tap into our expertise to create a more informative and engaging webinar that resonates with your audience.

Cost-Effective:

Your webinar program includes all production and marketing costs. Plus, you get complete contact info for all registrants at no extra charge.

Quality Lead Generation:

Webinars are a well-known method to generate leads and fill your pipeline. By partnering with MSP Today and TMCnet, you reach a pool of new leads and customers.



[Click Here To View The Complete Webinar Media Kit](#)



Email Blast Campaigns



Cost Effective, Measurable, Highly Targeted

Reach your target audience among our extensive database with customized metrics:

Business Type; Job Function; Geography; Company Size

Your email will be sent from MSP Today. You submit the creative, subject line and sender.

Following email deployment we will provide you with open rates and click through metrics so you can measure the effectiveness of your campaign.

30,000
Subscribers

Rates:

- \$4,000 - 3 Blast Pack
- \$3,000 - 2 Blast Pack
- \$2,000 - Single blast

Content Marketing Tailored To Your Needs

CEO Spotlight Feature Story - \$4,000

Establish your company as an industry leader using a comprehensive multimedia campaign to develop credibility and influence amongst your target audience. Editors conduct an in-depth interview with your CEO (or other corporate management) to discuss your business, the industry, and your long term goals. This interview is then turned into a featured article/story with social media and email promotion.

Priority Press: Cloud Computing's Content Placement Program - \$2,500/4 Articles

A new program to help you use powerful editorial to promote your brand, solutions and services – all at once. **You get Custom Content Creation, Premium Placement, and Maximum SEO benefits in a turnkey program.**

MSP Today Product Review - \$3,000

A product review conducted by the expert editors at MSP Today provides your brand with an unparalleled opportunity to highlight your product offering to your target audience. Unbiased reviews delivered by MSP Today reaches the world's largest audience of communications and technology decision makers.

CONTRIBUTED CONTENT

\$500 Gold -

Your content featured on MSP Today:

Your submitted article posted as a feature story on MSP Today, socialized across all MSP Today Social Media channels and featured in the appropriate newsletter.

\$250 Silver -

Your content featured on MSP Today:

Your submitted article posted as a feature story on MSP Today, and socialized across all MSP Today Social Media channels.

\$100 Base -

Your content posted on MSP Today:

Your submitted article posted on MSP Today news page.

The Most Respected Editorial Team in the Channel!



Rich Tehrani, Chief Executive Officer, Group Editor-in-Chief

Since 1982, Rich has led TMC® in many capacities. Rich is an IP Communications industry expert, visionary, author and columnist. He founded *INTERNET TELEPHONY*® magazine in 1998, launched ITEXPO in 1999 and is the founder of TMCnet, the most popular communications/technology site in the world.

A well-respected voice of the communications industry, Tehrani has served as an expert witness and been quoted frequently in such prestigious publications as the Economist and New York Times. Rich is a computer engineer who graduated from the University of Connecticut with a hardware/ software Bachelor of Science degree.



Erik Linask, Group Editorial Director, TMC

Erik Linask, Group Editorial Director for TMC's IP Communications Group, including TMCnet. Erik joined TMC as Associate Editor of *INTERNET TELEPHONY*, and subsequently helped launch TMC's two most recent publications, *IoT Evolution Magazine*, *Cloud Computing Magazine*. He currently oversees the editorial team of TMCnet, TMC's global resource for communications news and information. Prior to joining TMC, Erik worked as Managing Editor for Global Custodian, after beginning his professional career at management consulting firm Leadership Research Institute.





Contact Us Today!

Client Services at Inquiry@tmcnet.com

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