Macintosh Products Guide

What is the Macintosh Products Guide?

Apple's Macintosh Products Guide is a comprehensive listing of more than 12,000 software and hardware products for the Macintosh platform, The Macintosh Products Guide contains product description, distribution, and company contact information. It is indexed with easy-to-navigate software and hardware categories and sub-categories and is completely searchable. The Macintosh Products Guide is available in seven different languages: English, German, French, Spanish, Japanese, Italian, and Swedish. Moreover, we are in the process of a massive localization project that, when finished, will make the Macintosh Products Guide an invaluable international resource by including geo-specific product distribution and company contact information. Aimed at Macintosh end-users, and supported by the Macintosh developer community, the Macintosh Products Guide is the world's largest, most complete, and in-depth collection of product information for the Macintosh platform.

Developers are welcome and encouraged to list their products free of charge in the Macintosh Products Guide. Moreover, developers can use the Macintosh Products Guide as an economical vehicle for advertising their products through a variety of advertising programs, all priced at extremely attractive rates. Check below for our Macintosh Products Guide ad rates.

Macintosh Products Guide Distribution

The Macintosh Products Guide exists as both a highly-popular web site, and as a FileMaker runtime file distributed on CD. The Macintosh Products Guide web site currently receives 18,000 viewers per day, and is enjoying phenomenal, unprecedented viewership growth.

We distribute the Macintosh Products Guide on CD at major events such as Macworld Expos San Francisco and New York, and Apple's Worldwide Developers Conference. We also distribute the Guide at important minor events throughout the year, such as various sales and education conferences. What's more, we distribute the Macintosh Products Guide on Macworld magazine's bundled CD that for the entire newsstand distribution.

Between its web site and CD, the Guide currently receives between 650,000 and 1,000,000 viewers per month.

Macintosh Products Guide Ad Program

Developers who have products listed in the Macintosh Products Guide can purchase inexpensive product advertising space within the Guide. The Macintosh Products Guide Ad Program is open to all ADC Online, Select and Premier members, and boasts a variety of features to meet the needs of both large and small developers.

Rate for ad space within the Macintosh Products Guide are as follows:

Product Description Page Ad Pricing

Online Members

- 3 Month MPG Ad Space: $1,500.00
- 6 Month MPG Ad Space: $2,700.00
- 12 Month MPG Ad Space: $4,800.00

Select Members

- 3 Month MPG Ad Space: $1,200.00
- 6 Month MPG Ad Space: $2,100.00
- 12 Month MPG Ad Space: $3,600.00

Premier Members

- 3 Month MPG Ad Space: $1,050.00
- 6 Month MPG Ad Space: $1,800.00
- 12 Month MPG Ad Space: $3,000.00

Developer Specials Page Ad Pricing

Online Members

- 1 Month MPG Developer Specials Space: $1,000.00

Select Members

- 1 Month MPG Developer Specials Space: $750.00

Premier Members

- 1 Month MPG Developer Specials Space: $500.00

For further information regarding the Macintosh Products Guide Ad Program, including ad specifications, guidelines, and contract terms, visit:

http://guide.apple.com/usmpgpromo.html