

MEDIA KIT

Month- to-Month Engagement



Always-on visibility and steady lead generation in the **Microsoft Business Applications ecosystem**

MSDW
MSDynamicsWorld

Month-to-Month Engagement



Overview

A flexible subscription program built for ISVs and SIs who want consistent visibility, reliable lead flow, and access to MSDW's full suite of marketing tools—without long-term commitments.

AT A GLANCE:

- Access to the largest independent Microsoft Business Applications audience
- Unlimited content publishing
- Priority scheduling for high-demand activities
- Full-service support every month

Why MSDW

The audience you want. The reach you need.

MSDynamicsWorld.com (MSDW) is the largest independent digital publication serving the global Microsoft Business Applications ecosystem. Since 2008, more than 100,000 subscribers rely on MSDW for news, analysis, expert content, and partner insights.

WHY MARKETERS CHOOSE MSDW:

- Highly targeted Microsoft ecosystem audience
- Trusted editorial reputation
- Strong engagement with actionable content
- Turnkey support from a team that understands the space

Month-to-Month Engagement



Plan Comparison

	Standard Always-On Presence	Gold Growth & Lead Generation	Platinum Maximum Reach & Demand
MONTHLY PRICE	\$2,250	\$4,000	\$6,500
LEAD GENERATION ACTIVITIES	Monthly roundup placement (white paper + video)	1 activity/mo (white paper promotion, video email campaign, or webcast)	Unlimited
BRANDING ACTIVITIES	Company profile + unlimited content posting	1 activity/mo (podcast, newsletter sponsorship, or banner advertising)	Unlimited
CONTENT CREATION	Unlimited posting	1 activity/mo (article, case study, or white paper/ebook)	1 activity/mo. (article, case study, or white paper/ebook)
PRIORITY SCHEDULING	-	Yes	Highest Priority
ABM LEAD SYSTEM + INTEGRATIONS	Included	Included	Included
IDEAL FOR	Maintaining visibility + steady leads	Growing pipeline + balanced brand presence	Heavy demand gen + maximum share of voice

Month-to-Month Engagement



Standard Plan

Always-On Presence

For brands that want consistent visibility and ongoing lead opportunities. **The Standard Plan** keeps your company active and discoverable across MSDW, ensuring your content reaches the right buyers month after month.

INCLUDED SERVICES

- **Monthly roundup exposure**
Inclusion in one white paper roundup email and one video roundup email each month.
- **Unlimited content posting**
White papers, eBooks, case studies, videos, brochures, and press releases.
- **Unlimited blog posting**
Share insights and thought leadership in the Partner Zone.
- **Company profile page**
Your logo, overview, links, and contact details featured in MSDW's partner directory.

CORE FEATURES

- **Steady visibility in the Microsoft Business Applications ecosystem**
Keep your brand present in high-traffic content directories and search paths.
- **Consistent inbound lead flow**
Monthly roundup placements deliver predictable, evergreen lead opportunities.
- **Hands-off content management**
Easily upload and maintain your library of digital assets.
- **Lightweight monthly execution**
Ideal for lean teams that need dependable visibility without heavy production work.
- **Baseline momentum for long-term awareness**
Maintain a continuous presence that reinforces your brand throughout the year.

CORE TOOLS & PLATFORM FEATURES

- ABM-enabled lead collection system
- Optional CRM/marketing automation integration
- Centralized content library and analytics
- Partner Zone publishing access
- Company profile with logo, description, and links

Best For

Teams that want consistent year-round visibility and reliable monthly lead opportunities.

Month-to-Month Engagement



Gold Plan

Growth & Lead Generation

For marketers ready to accelerate lead generation and strengthen their monthly presence. **Gold** gives you predictable pipeline momentum plus consistent brand exposure—with priority scheduling and included content creation.

INCLUDED SERVICES

- **One lead generation activity per month**
Webcast, dedicated email blast, or white paper promotion.
- **One branding activity per month**
Podcast, banner advertising, or newsletter sponsorship (if available).
- **One content creation activity per month**
White paper/eBook, case study, or article.

CORE FEATURES

- **Balanced pipeline + branding each month**
Strong top- and mid-funnel momentum with predictable engagement.
- **Priority scheduling for high-demand assets**
Secure your preferred webcast dates, email windows, and sponsorship slots.
- **Optimized lead quality**
Monthly activities reach highly targeted Dynamics and Power Platform users.
- **Consistent content engine support**
Build high-value assets without straining your internal team.
- **Flexible month-to-month planning**
Swap activities as campaigns shift or resources change.

CORE TOOLS & PLATFORM FEATURES

- ABM-enabled lead collection system with optional CRM/MAP integration
- Comprehensive company profile page
- Unlimited content posting
- Unlimited Partner Zone blog posts
- Inclusion in monthly white paper and/or video roundups

Best For

Marketing teams that want steady, dependable lead generation paired with consistent brand-building activities.

Month-to-Month Engagement



Platinum Plan Maximum Reach & Demand

For ISVs and SIs aiming for aggressive demand generation and top-tier visibility. **Platinum** offers full access to MSDW's marketing engine with maximum flexibility, unlimited activity selection, and highest scheduling priority.

INCLUDED SERVICES

Lead Generation Activities

Choose up to one of each activity per month

- Webcasts with lead capture
- Dedicated white paper/eBook email blasts
- Dedicated video email blasts

Branding Activities

Choose up to one of each activity per month

- Podcast episode
- Newsletter sponsorship
- Banner advertising

Content Creation (Unlimited)

- White paper/eBook
- Case study
- Article

CORE FEATURES

- **Unlimited monthly activity selection**
Run multiple campaigns simultaneously to maximize reach and pipeline velocity.
- **Top-tier priority scheduling**
First access to premium dates, placements, and promotional opportunities.
- **Comprehensive visibility across MSDW**
Combine branding, lead gen, and research for full-funnel coverage.
- **A complete outsourced content engine**
Rapid development of strategic assets to support launches, ABM plays, and ongoing campaigns.
- **Maximum agility for dynamic marketing teams**
Adjust your monthly mix to align with product releases, budgets, and evolving goals.

CORE TOOLS & PLATFORM FEATURES

- ABM-enabled lead collection system with CRM/MAP integration
- Company profile page
- Unlimited content posting
- Unlimited Partner Zone blog posting
- Inclusion in both monthly roundup emails (white paper + video)

Best For

Teams with high-volume pipeline goals, complex campaign calendars, or broad visibility needs across the Microsoft ecosystem.

Month-to-Month Engagement



Activities Overview

WEBCASTS WITH LEAD CAPTURE

What it is: A simulive webcast run three times in one day with full editorial collaboration.

Why it matters: High-intent leads delivered through a polished, multi-touch promotion engine.

PODCAST EPISODES

What it is: A thought leadership discussion hosted and produced by MSDW.

Why it matters: Builds credibility and extends your reach across multiple podcast platforms.

DEDICATED EMAIL BLASTS (WHITE PAPER / EBOOK / VIDEO)

What it is: A targeted email promoting your asset to a segmented MSDW audience.

Why it matters: Reaches only the members who match your specific buyer profile.

CONTENT CREATION (WHITE PAPERS, CASE STUDIES, ARTICLES)

What it is: MSDW writers craft content based on interviews and your SME input.

Why it matters: High-quality assets created quickly—fueling your content engine month after month.

BANNER ADVERTISING

What it is: Targeted ad placement based on product, role, industry, or need.

Why it matters: Gets your brand in front of highly relevant Microsoft Business Applications professionals.

NEWSLETTER SPONSORSHIP

What it is: Exclusive branding in MSDW's bi-weekly product newsletters.

Why it matters: High visibility in a trusted channel used by thousands of Dynamics users and partners.

DEDICATED SURVEY PROMOTION

What it is: A co-branded survey with three dedicated email sends and social promotion.

Why it matters: Capture real market insights and gather fresh data for content and campaigns.

“MSDW helped us reach audiences we couldn't access anywhere else. The quality of leads exceeded expectations.”

AVALARA

Month-to-Month Engagement



Sign Up Information

Choose your plan

Platinum – \$6,500/mo

Gold – \$4,000/mo

Standard – \$2,250/mo

All plans have a minimum 3-month commitment

COMPANY

NAME/CONTACT

EMAIL

SIGNATURE

Email completed form to ABerezin@MSDynamicsWorld.com

BY SIGNING UP FOR THIS PROGRAM, YOU AGREE TO ALL TERMS AND CONDITIONS AS OUTLINED AT THE END OF THIS DOCUMENT.

“Our webcasts with MSDW consistently generate high-intent prospects. The editorial support is outstanding.”

EVENICA

Month-to-Month Engagement



Terms & Conditions

THESE TERMS AND CONDITIONS GOVERN THE USE OF AND ACCESS TO GUIDEPOINT MEDIA LLC'S MONTH-TO-MONTH ENGAGEMENT PROGRAM AND ADD-ONS TO THAT PROGRAM (IF ANY) (THE "PROGRAM"). BY USING THE PROGRAM, YOU (THE "CLIENT") AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS (THE "AGREEMENT").

1. LICENSE RIGHTS AND RESTRICTIONS

(a) Grant. Subject to the terms and conditions of this Agreement GuidePoint Media LLC ("GuidePoint Media") grants Client a nonexclusive, nontransferable license to access and use the Program during the agreed upon term for the purpose of developing sales leads.

(b) Restrictions. Client agrees that it will not: (i) use the Program for any illegal or unauthorized purpose or in any manner that damages or interferes with the Program's operation; (ii) remove any copyright, trademark or other proprietary rights notices contained in or on the Program; (iii) sublicense, sell, lease (including on a service bureau basis), share, or transfer the Program or make it available to anyone except for Client's employees that are authorized to access the Program; (iv) modify or create derivative works of or from the Program or any elements thereof without the written approval of GuidePoint Media (except as this restriction (iv) is prohibited by applicable law); (v) circumvent any security measures or use restrictions in the Program; or (vi) attempt to do any of the foregoing. If Client violates these restrictions or any other provisions of this Agreement, GuidePoint Media, may suspend or block Client's access to the Program.

2. FEES

Fees. In exchange for Client's use of the Program, Client agrees to pay GuidePoint Media (the "Fees"). The Fees must be partially (or fully) paid prior to Client's starting of the Program. Client is responsible for any sales, use, excise, import or export, value added or similar tax or duty. If Fees are not received when due, GuidePoint Media may (i) assess a late payment charge of 1.5% per month or the maximum allowed by law, if less, and, (ii) upon notice of such overdue payment and Client's failure to provide payment within 5 days of such notice, suspend access to the Program until payment in full of all overdue Fees and late payments are received.

3. TERM AND TERMINATION

Effect of Termination. Upon the termination or expiration of this Agreement, the rights granted under Section 1 will immediately terminate and Client will remit any Fees incurred prior to the date of such termination. Sections 2 (to the extent Fees remain unpaid), 3(b) and 4 through 6 of this Agreement will survive its termination or expiration for any reason.

4. CLIENT REPRESENTATION AND WARRANTY

Client represents and warrants that any material posted to MSDynamicsWorld.com and related social accounts and aggregation platforms will not infringe the copyrights, trademarks or privacy rights or defame a third-party.

5. INDEMNIFICATION; RELEASE

(a) Indemnification. Client will indemnify and hold harmless (including payment of reasonable attorneys' fees and court costs) GuidePoint Media and its officers, directors, and employees against any third-party claim alleging that any materials provided by the Client infringe the intellectual property or privacy rights of a third party or are defamatory.

(b) Procedures. If GuidePoint Media learns of a claim subject to indemnification under this Section 5, it will promptly notify Client of such claim.

6. GENERAL TERMS

(a) Governing Law; Attorneys' Fees. This Agreement, including its formation, is governed by the laws of the State of Massachusetts, without giving effect to conflicts of laws principles that would require a different result. Any claim, action or judicial proceeding arising out of or related to this Agreement will be brought in the federal or state courts located in Suffolk County, Massachusetts, and the prevailing party will be entitled to recover reasonable attorneys' fees and expenses incurred in resolving such claim, action or judicial proceeding.

(b) Assignment. Neither party may assign this Agreement, in whole or in part, without the other party's written consent not to be unreasonably withheld. Any attempt to assign this Agreement except as set forth in this provision will be null and void. (c) Waiver; Amendment. This Agreement may not be modified except by a written instrument signed by both parties. A party's failure to enforce any provision of this Agreement will not be deemed a waiver of future enforcement of that or any other provision.

(d) Miscellaneous. Titles and headings used in this Agreement are intended solely for convenience of reference and do not affect its meaning. If any provision of this Agreement is held by a court of competent jurisdiction to be contrary to law, the remaining provisions of this Agreement will be unaffected. Except as expressly set forth herein, nothing in this Agreement grants any rights to any entity other than the parties to this Agreement.

The parties have caused their duly authorized representatives to execute these Terms.