

MEDIA KIT

Month-to-Month Engagement



Continuous visibility, buyer engagement, and demand generation in the **Microsoft Business Applications** ecosystem.



Month-to-Month Engagement



Quick Facts

The source for Microsoft Business Applications marketing solutions:

- Since **2008**
- **100K+** Subscribers
- **Global** Audience
- **Specialized** in Microsoft ISVs & Partners

Why MSDW?

Reach, Engage, and Convert Microsoft Business Applications Professionals:

REACH: Access 100,000+ verified Microsoft ecosystem members

ENGAGE: Leverage content, webcasts, and podcasts built for ISVs and partners

CONVERT: Generate high-quality leads through digital-first programs

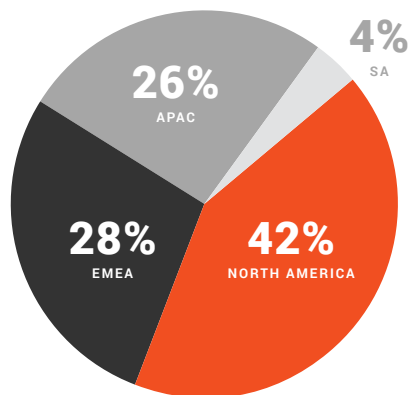
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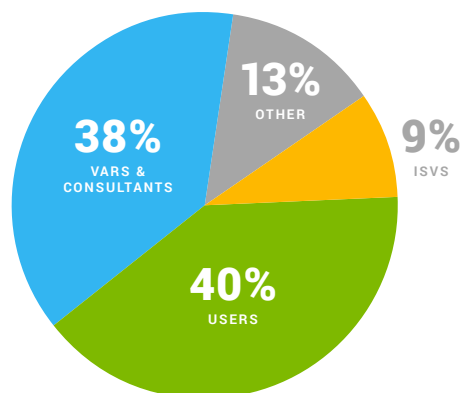
Audience

Who You'll Reach with MSDW

AUDIENCE BY REGION (NA, EMEA, APAC, SA)



ROLES (USERS, VARS/CONSULTANTS, ISVS, MICROSOFT STAFF)



Products

OUR ACTIVE MEMBERS ARE YOUR PROSPECTS

DYNAMICS CRM/D365 CE

55,000+

DYNAMICS NAV/BC

51,000+

DYNAMICS AX/D365 F&O

50,500+

DYNAMICS GP

21,000+

POWER PLATFORM

9,000+

AZURE

7,000+

Quick Stats

75% Senior-level decision-makers

100K+ newsletter subscribers

40K+ podcast listeners annually

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Overview

A continuous market visibility and demand generation program designed for ISVs and SIs that want to stay consistently in front of Microsoft Business Applications buyers throughout the year.

AT A GLANCE:

- Continuous visibility with Microsoft solution buyers
- Flexible monthly campaign execution aligned to changing priorities
- A compounding content and lead generation engine

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:

- Built specifically for Microsoft Business Applications marketers
- Connect with buyers actively researching solutions
- Build continuous visibility through a trusted editorial platform focused on the Microsoft ecosystem
- Generate ongoing engagement with flexible campaigns and educational content that compounds over time

Month-to-Month Engagement



Plan Comparison

	Standard Continuous Visibility	Gold Demand Generation Engine	Platinum Maximum Buyer Visibility
MONTHLY PRICE	\$2,500	\$4,500	\$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	Consistent visibility to active buyers	Building predictable pipeline momentum	Owning mindshare and market visibility within your category

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Standard Plan

Continuous Visibility™

For companies that want to maintain a continuous presence in the Microsoft Business Applications ecosystem, the **Standard Plan** keeps your brand visible and discoverable across MSDW. Through ongoing content visibility and monthly promotional exposure, your solution(s) and company stay in front of Dynamics 365 and Power Platform buyers actively researching the market.

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.
- **Creates a persistent market presence that compounds over time**
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.

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Gold Plan

Demand Generation Engine

For marketers focused on building predictable pipeline momentum and stronger ongoing market visibility, the **Gold Plan** combines lead generation, brand exposure, priority scheduling, and content creation into a flexible monthly engagement program designed for continuous growth.

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

- **A consistent monthly engine for both pipeline generation and market visibility**
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.
- **Adapt campaigns monthly based on launches, priorities, and market shifts**
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.

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Platinum Plan

Maximum Buyer Visibility

For ISVs and SIs seeking maximum market visibility, sustained demand generation, and broad reach across the Microsoft Business Applications ecosystem, the **Platinum Plan** provides full access to MSDW's marketing engine with the highest scheduling priority, flexible campaign execution, and the ability to maintain a continuous multi-channel presence throughout the year.

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

- **Operate a continuous, multi-channel market presence across MSDW**
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.
- **An embedded extension of your marketing team inside the Microsoft ecosystem.**
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.

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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

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Sign Up Information

Choose your plan

Platinum – \$6,500/mo

Gold – \$4,500/mo

Standard – \$2,500/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 ACCESS 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.