Microsoft Certified Trainer

Affiliate Program

Program Guide for MCTs

*This program guide explains how to join the Microsoft Certified Trainer (MCT) Affiliate Program. The MCT Affiliate Program provides an exciting opportunity for you to make contact with a worldwide audience of MCTs by promoting your special offer(s) across the MCT Member Web site properties.*

**MCT program overview**

Microsoft Certified Trainers are the premier technical instructional experts on Microsoft products, technologies, and solutions. MCTs are the only individuals that Microsoft authorizes to deliver training using Official Microsoft Learning Products or Microsoft Dynamics Learning Products.

The MCT community consists of approximately 12,000 members and spans more than 140 countries. It includes classroom, e-learning, and distance learning instructors; learning consultants—some of whom are also authors; conference presenters; and user group leaders.

* [Learn more about the MCT program](http://www.microsoft.com/learning/mcp/mct/default.mspx)

**Reach customers through the MCT channel**

The MCT Affiliate Program gives you access to a worldwide audience of Microsoft Certified Trainers who, through their delivery of training, are in a position of trust and potential influence with customers for up to 40 hours per week. MCTs visit the MCT Member Web site frequently allowing your special offer(s) to be seen by a targeted MCT audience.

**Participation guidelines**

Please review the following guidelines and processes to understand how you can participate in the MCT Affiliate Program and promote your special offer(s) to MCTs, free of charge.

**Types of offers**

Offers must be differentiated from those available to the general public. They should be relevant to a worldwide audience, reflecting an understanding of international business needs. Typically, offers include discounts, trial downloads, or special pricing on:

* Hardware
* Software
* IT-related services
* Subscriptions
* Curriculum and courseware
* Training
* Consumer offers

**Offer requirements**

You must complete a Special Offer Submission Form for MCTs and send it to mctoffers@wrightrobbins.com for review and approval. The following information must be provided:

* **Contact information** for you or a representative of your company who will respond to MCT questions about the offer
* **Microsoft Certification ID** **number** (formerly called an MCP ID number)
* **Offer description,** including marketing copy with a 10-word headline and a 50-word (maximum) abstract that describes the offer
* **Offer restrictions** or limitations, including expiration date (if applicable)
* **URL** for a dedicated Web page on your company site with the details of the offer and instructions for how to access it
* **Phone number** for customers to contact with questions regarding your offer

**Communication vehicles**

Your special offer(s) will be featured on the MCT Member site as text content on the dedicated Special Offers page. The MCT Member Web site receives more than 70 thousand page views per month, ensuring your offer(s) will be seen by a targeted MCT audience.

**Program details**

* Your special offer(s) headline and 50-word description will be posted to a dedicated special offers page with a link to your offer details on your Web site, if applicable.
* Monthly newsletter announcements will be sent to more 12,000 MCTs with a link to the dedicated special offers page where your offer is highlighted.
* MCTs receive Special Offer placement free of charge.
* You have the ability to submit multiple special offers throughout the calendar year, changing on a quarterly basis.

**Note** When you submit your submission, please include your Microsoft Certification ID (formerly MCP ID) number.

**Timeline**

We will review and respond to your Special Offer Submission Form within approximately one week of its receipt and either request more information or approve the offer.

**Get started today**

Please review the MCT Program Special Offer Requirements for MCTs and Special Offers Submission Form for MCTs on the following pages, which outline the program and how you can participate.

To join the MCT Affiliate Program and be featured on the MCT Member Web site, you must submit the Special Offer Submission Form to MCTOffers@wrightrobbins.com

**Need help?**

If you have questions or need assistance, contact MCTOffers@wrightrobbins.com.

## MCT Program

## Special Offer Requirements for MCTs

These guidelines provide a standard format for all special offers presented to MCTs, and confirms that the information you provide promotes your company’s products or services accurately and effectively.

Special offers are submitted for approval in the MCT Affiliate program through a Microsoft vendor (mctoffers@wrightrobbins.com). Your completed entry will be reviewed, and you will subsequently receive a publication approval or a revision notice. If there are questions about your submission, you will be contacted for clarification by e-mail with instructions for any necessary follow-up.

If you have questions about your submission, contact mctoffers@wrightrobbins.com.

**Describe your offer**

Complete the Special Offer Submission Form for MCTs. All offers should be relevant to a worldwide audience, reflecting an understanding of international business needs. In addition, offers must meet the following specifications.

* **One-line headline (10-word maximum).** The one-line description must be a complete sentence with punctuation at the end and should be direct and concise, emphasize facts, and use neutral language.
* **Abstract (50-word maximum).** The abstract can be more expansive than the one-line headline, providing a full description of your offer. Use complete sentences, emphasize specific details, use active verbs, vary the sentence structure, and aim for a vivid portrait of the offer.

**Headline and abstract examples**

Get a 20 percent discount on [product name] from [company name].

[Product name] is designed to meet the demands of both desktop publishing and document imaging applications. Now MCTs can get a 20 percent discount on [product name] through October 2008. Take advantage of this opportunity today and experience the power and reliability your business demands.

All product descriptions should incorporate the following guidelines and comply with the standards of the *Microsoft Manual of Style for Technical Publications* (Third Edition, Microsoft Press, 2004):

* **Sharp focus.** Choose your offer’s most important business value features and display them.
* **Specific facts.** Emphasize specific details; avoid generalizations and abstract language.
* **Complete sentences.** Be sure your sentences contain a subject and verb, and are punctuated at the end; use “This model features high-pitch resolution,” not “Features high-pitch resolution.”
* **Active verbs.** Use “The screen displays…,” and not “…is displayed on the screen.”
* **Minimum marketing hype.** Avoid exaggerated language (“This is the best, fastest, most amazing product ever”), back up your claims, do not use all upper-case letters, and be in compliance with advertising laws.
* **No exclamation points.** Let the product facts, not the punctuation, excite your potential customers.
* **Spell check.** Be sure to proofread and run a spell check before you submit your descriptions.
* **No abbreviations.** Please spell out all words and define any acronyms used.
* **No ampersand (&) symbols.** Please spell out the word “and.”
* **No use of HTML tags or mark-up languages.** Use plain text only.

**Provide a dedicated Web page and URL (if applicable)**

Include the URL for a dedicated page on your company Web site where you will place offer details. All linked Web pages must meet the following requirements:

1. **Displays information specific to your special offer.** The target page must not be your company’s home page or another general information page.
2. **Compliance with privacy protection legal requirements and industry standards.** For more information, see the [Microsoft Privacy Statement](http://www.microsoft.com/info/privacy.mspx).
3. **99 percent uptime for site reliability**. Your site must be in compliance with the Microsoft standard uptime requirement.
4. **No Microsoft premiums.** Product offers may not include a free Microsoft product or service.

**Important** The Web site link you provide will be tested against the previously-listed requirements. If the URL you provide and your Web site does not meet these criteria, your submission will be returned to you for revision. *Your product will not appear on the MCT Member Web site until your offer page meets these requirements*.

Ensure your linked Web site(s) or page(s) includes all relevant/required terms for your offer. The following are examples of such terms:

* When the offer expires (an expiration date), if applicable
* Where the offer is valid (for example, “Offer valid in the 50 United States, District of Columbia, and Canada only”)
* What the customer must do to qualify for the offer (for example, acquire another qualifying product, or send in a coupon)
* The names of upgraded products, if the offer is only to people who are upgrading
* Proof of purchase requirements
* Offer limit (for example, “Limit one per MCT”), if applicable
* Any other offer limitations or restrictions, if applicable

**Note** The Web site and offers must comply with all applicable laws and regulations. Consult with your legal professional if you have questions on how to message your offer or about what should or should not be included. Microsoft reserves the right to refuse publication of any special offer on the MCT Member Web site in its sole discretion. Should your offer be refused entry, you will be informed of the issue by e-mail.

The following disclaimer will appear on the MCT Special Offers Member Web page linking to your offer:

*The messaging of these offers and the fulfillment, sales, and support of the goods and services contained in the offers are the sole responsibility of the third-party affiliates providing them. The offers and links are provided for informational and convenience purposes only and the inclusion of a product, service, supplier, manufacturer, and/or link do not imply any endorsement by Microsoft. Information, including products, services, and offers, listed on these special offers Web pages are subject to change without notice.*

**Submit your special offer**

To join the program and be featured on the MCT Member Web site, you must submit:

* A completed MCT Special Offer Submission Form for MCTs

**Need help?**

If you have questions or need assistance in completing your special offers submission, contact MCTOffers@wrightrobbins.com.