WebForms:

* PROs
  + Greater designer support
  + Better learning curve
  + Event-driven model
  + A lot of third-party libraries available
* CONs
  + UI logic coupled with code
  + Very hard to implement unit testing
  + Heavier page size

MVC:

* PROs
  + More control over the rendered HTML
  + Separation between UI and code
  + Easy unit testing
  + Smaller page size
  + Opportunity for test-driven development
* CONs
  + Not event driven
  + Less third-party libraries available currently