

# CONNECT CONVERGE

Your Independent Hewlett Packard Enterprise Technology User Community

CONNECT *Rate Card 2021*



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## *About Connect Converge*

Connect Converge is Connect's quarterly digital publication for Hewlett Packard Enterprise technology customers, partners and HPE employees. Connect Converge averages 425k page-views from readers in 60 countries. Quarterly page views average 106k per issue. This quarterly publication is media rich and filled with content covering HPE's Enterprise solutions: Storage, Networking, Infrastructure Software, Cloud, Converged Systems and Security.

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## Connect Converge Readers



Early Adopters/  
Innovators of New  
Technology



Purchase Direct From  
The Channel



Purchase Direct from  
Hewlett Packard  
Enterprise



Readers Are  
Customers/End Users  
of HPE Products and  
Services

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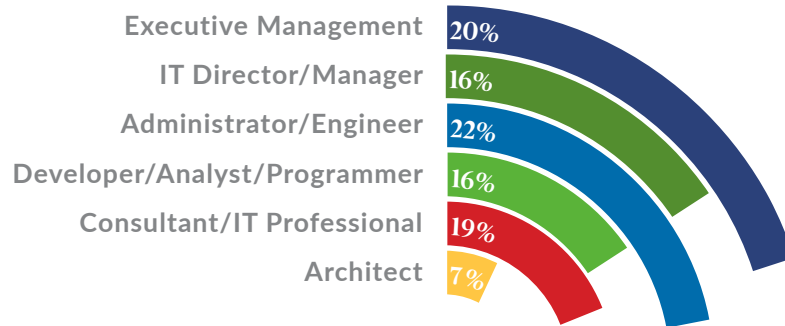
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## 2020 Statistics:

- 4 issues
- 425K page views
- Top Referral Sites: Connect, Facebook and HPE
- Over 500 hours in lead time

## Readers Came From The Following Countries

United States	Singapore	Czech Republic
Netherlands	Italy	Poland
Germany	South Africa	Japan
Australia	New Zealand	Costa Rica
United Kingdom	Slovenia	Iceland
Canada	Spain	Greece
Sweden	Switzerland	Egypt
Europe	Denmark	Yemen
Austria	France	Kenya
India	Finland	Indonesia
Mexico	Portugal	Bolivia
Belgium	Slovakia	
	Brazil	
	Norway	

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## Editorial Calendar

Issue	Materials Due
<b>Spring</b>	Enterprise Storage March 5
<b>Summer</b>	Hybrid IT/ Infrastructure Management June 4
<b>Fall</b>	Protecting the Enterprise September 3
<b>Winter</b>	Best of 2020- The Year in Review November 5

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## Advertising Rates

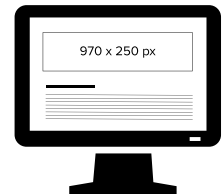
Placement	Size (W x H)	1x	3x	6x	12x	24x
Lg Banner	728 x 600 px	\$2225	\$2090	\$1890	\$1750	\$1610
Med Banner	728 x 300 px	\$780	\$660	\$550	\$485	\$425
Lg Sticky	300 x 600 px	\$2225	\$2090	\$1890	\$1750	\$1610
Med Sticky	300 x 300 px	\$1820	\$1745	\$1675	\$1605	\$1540

## Multimedia Rates

Placement	Size (W x H)	
Video Ad	1080p +	\$1500 per insertion
Corner Peel	1080p +	

### Run on Site Banner Ad Connect Worldwide Website

Connect Website	Size (W x H)	1X
Leaderboard Banner Homepage	970 x 250 px	\$1,500



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## Ad Dimensions



Placement	Size (W x H)
Lg Banner	728 x 600
Med Banner	728 x 300 px
Lg Sticky	300 x 600 px
Med Sticky	300 x 300 px
Multimedia	1080p +
Corner Peel	1080p +

\* The Connection publication will have a similar yet unique look and feel to Connect Converge.



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## **Mechanical Specs**

### **Electronic Specifications**

Connect Worldwide will accept the following:

- PNG
- JPG

Advertisers can add video, audio, and other custom elements to generate a more powerful message. Videos must be hosted on advertisers YouTube, Vimeo or other embed friendly video hosting site. *Please submit via url or embed code.*

Need help with art direction? Please contact [jclark@connect-community.org](mailto:jclark@connect-community.org)

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## Submission Guidelines

Technical articles must have a strong user focus illuminating the work of users of enterprise computing systems and related processes, and providing new perspectives on that work. We do not re-print press releases, white papers or anything resembling a direct product endorsement.

Articles can include case studies and user experiences with processes, problems or products. The editors reserve the right to edit articles to suit publication.

Articles should range from 1,500 to 2,000 words and should be submitted via Word Document (.doc). Illustrations should be submitted in .jpeg or .png format. **Please submit all graphics in a separate file from the Word document.**

**The following byline information should be included with submissions:**

1. Name, Title, Company, Location (City, State/Province, Country)
2. 50-word biography
3. Author's e-mail address and headshot
4. Social Media Handles - LinkedIn, Twitter, Facebook or any other social media platform.

Submit articles to:

Stacie Neall, Connect Converge Editor

[sneall@connect-community.org](mailto:sneall@connect-community.org)

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## Advertising Policies

Connect Worldwide (The Publisher) bylaws prohibit price-comparative advertising. The Publisher also retains the right to reject advertising deemed unsuitable for its audience.

All advertising must be confirmed by written contract. Prepayment is required for non-member and first-time advertisers. When new advertising copy is not received from the advertiser or its agency by the closing date of the contracted issue, the Publisher reserves the right to repeat the most recent advertisement.

Advertisers and advertising agencies agree to indemnify, defend and hold harmless The Publisher from any and all liability for content, including text, illustrations, representatives, sketches, maps, trademarks, labels, copyrighted matter, of printed advertisements.

This includes unauthorized use of any person's name or photograph arising from the advertiser's or agency's order.

The Publisher is not responsible for content of artwork.