

Advertising on Planet Mainframe

Advertising with *Planet Mainframe* is a unique opportunity to reach a global audience of mainframe business and IT leaders and practitioners. Reach your market! We present your brand and your message clearly to be seen by anyone searching for answers in a mainframe blog.

Let us put your ad in front of up to 5,000 mainframe business and IT professionals in both private and government IT organizations on *Planet Mainframe*.



www.planetmainframe.com
info@planetmainframe.com

Advertising rates for Planet Mainframe

We offer premium advertising rates through this website.

For advertising enquiries, please contact info@planetmainframe.com.

Advert type	Dimensions (pixels)	Rate per Month
Leaderboard	650 x 88	\$ 400 (3-month minimum)
Right side bar	300 x 260	\$ 250 (3-month minimum)
Article top	740 x 100	One-time fee: \$ 200
Article bottom	740 x 100	One-time fee: \$ 200
Article sponsorship (top and bottom)	740 x 100	\$ 300

Notes:

1. Advertising is for mainframe-based products, solutions, services, etc.
2. Advertisement content is subject to the approval of *Planet Mainframe*.
3. Leaderboard and Side-bar advertisements are rotated with up to three advertised for the duration of the 3-month term. Your advertisement will appear on AT LEAST one-third of the total page views.

Leaderboard



Right side bar



Article top



Article bottom



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White paper listing on Planet Mainframe

If you've shopped around, you know that finding an affordable place to list your whitepapers can be a challenge. Your options are typically limited to a part of a \$10,000.00 full marketing/advertising campaign, or a repository that is not well positioned to attract the attention of mainframe technology readers (and buyers).

Planet Mainframe is the most-read non-vendor-specific blog for mainframe readers. *Planet Mainframe* readers are pre-qualified—they'll be interested in your white papers because they're mainframe people.

Document type	Placement	Rates
White paper	Standard	\$ 300 per month (3-month minimum)
White paper	Standard	\$ 2,500 per year
White paper	Premium	\$ 1,000 per month

Notes:

1. Standard placement permits a white paper listing to be placed in the side banner list, in a "newest first" arrangement.
2. Premium placement permits a white paper listing to stay in the high-visibility side banner list indefinitely (maximum two per customer).
3. List character limits: Title-50 characters (2 lines max), Company name-25 characters.
4. White paper listings are for mainframe-based products, solutions, services, etc. Listing content (and link targets) are subject to the approval of *Planet Mainframe*.

Planet Mainframe Advertisers

Most *Planet Mainframe* advertisers sign up for an advertising program that lasts for three months. Some extend once or twice after that. For advertisers interested in a more long-term advertising relationship, *Planet Mainframe* offers the **Platinum Advertising** designation.

Platinum advertisers enjoy a full year of advertising, including:

- One full year of Leaderboard advertisements
- One full year of side-board advertisements
- One full year of article-based banner advertisements on advertiser's submitted articles
- One full year of unlimited white paper listings (see below)

The cost for the Platinum Advertising designation is \$5000.00 per year. If your interested in the Platinum Advertising designation, contact info@planetmainframe.com.