



Why Planet Mainframe?

Our aim at *Planet Mainframe* is to connect. We believe you feel the same. In a world where people are inundated with information, people are looking for an online community where they can share their insights. *Planet Mainframe* is a platform built for a community that champions different perspectives and revels in having their voice heard. At *Planet Mainframe*, we value your mission for brand education. We desire to be of service to you by showcasing your brand.

What do we offer.

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 on a mainframe platform.

Let us put your ad in front of mainframe businesses and IT professionals in both private and government IT organizations on *Planet Mainframe*.

Who we are.

We are mainframe enthusiasts and IT professionals. More importantly, we are a friendly community.

Monthly Visitors

5,500

Published Articles

400+

Monthly Pageviews

13,000

Active Since

2017

Top Article Highlights

Every IT Professional Should Work in a Mainframe Environment

Views : **62,178** <https://bit.ly/3BRYd86>

The IBM Mainframe: The most powerful and cost-effective computing platform for business

Views : **57,045** <https://bit.ly/3Rhivh4>

8 Mainframe Mobile Apps that every mainframe professional should know

Views : **38,290** <https://bit.ly/3SaPlkZ>

My Great Uncle Was a Farmer so I am a Mainframer

Views : **29,783** <https://bit.ly/3SAsbUN>

ReBoot Hill Revisited

Views : **21,046** <https://bit.ly/3xToH8g>

Automated SQL Quality Assurance

Views : **17,628** <https://bit.ly/3DTpSlx>

Has Mainframe Computing Inadvertently Started its Own Culture War?

Views : **16,610** <https://bit.ly/3BR7Bcf>

Geography

United States

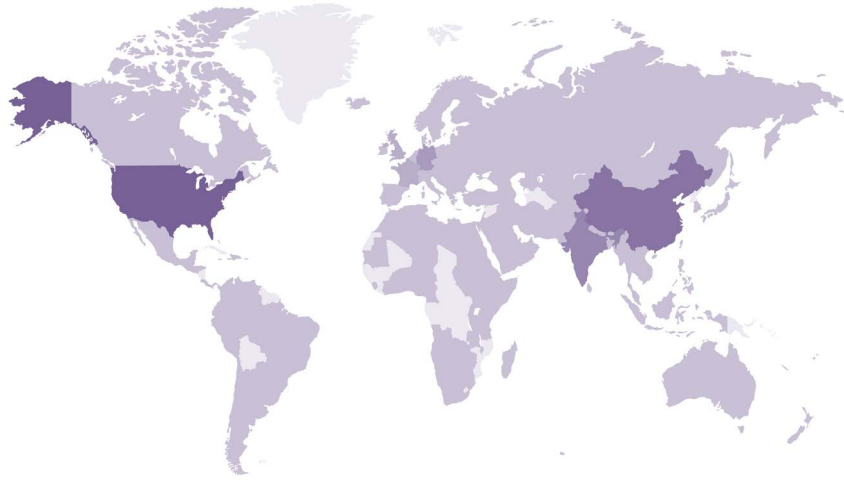
28%

Europe

27%

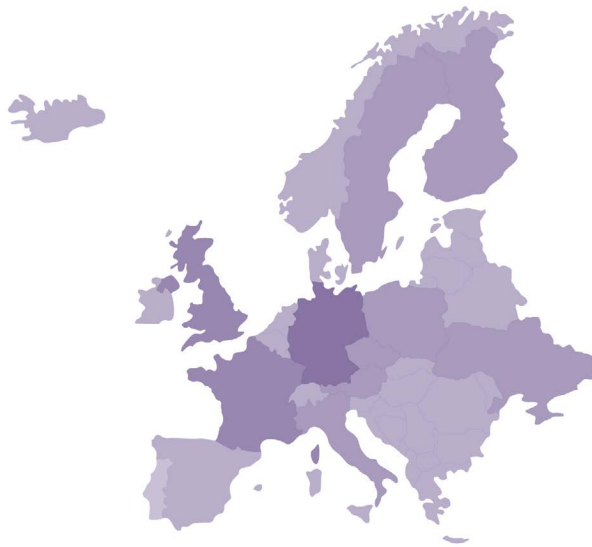
APAC

36%



Europe Breakdown

Germany	34%
France	14%
UK	13%
Netherlands	4%
Spain	4%
Sweden	4%
Italy	3%
Belgium	3%
Denmark	3%
Poland	2%



Audience Demographic

Industry

IT Services and Consulting

25%

Software Development

20%

Business Services

5%

Business Size

1,001–5,000

9%

5,001–10,000

7%

10,001+

26%

Seniority

CXO

4%

Senior

47%

Director

4%

Manager

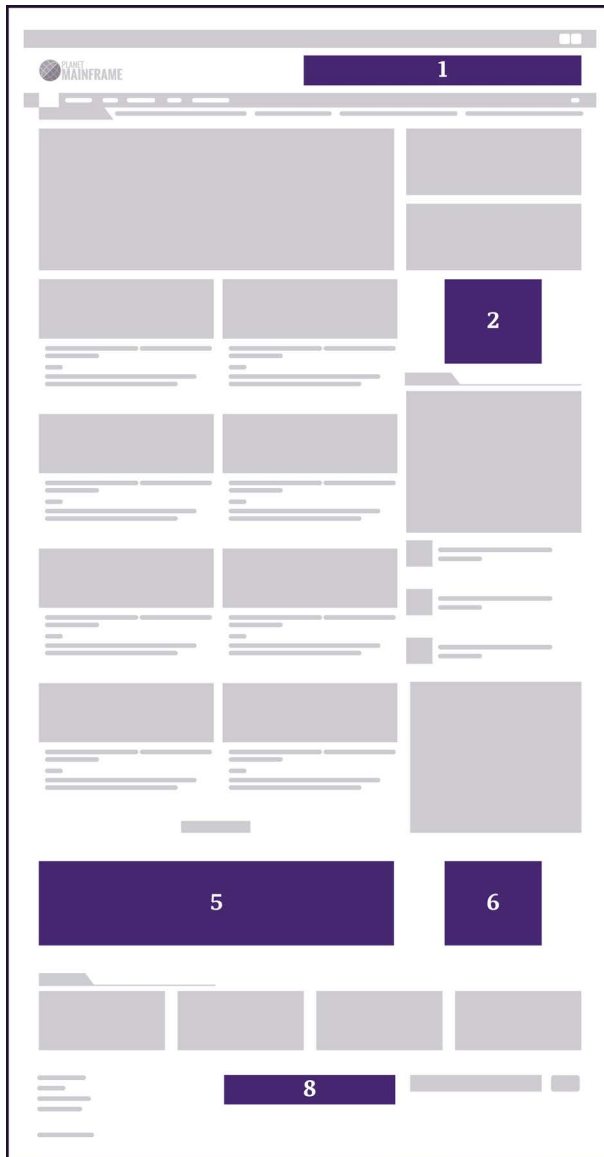
4%

Entry

14%

Placement and Dimensions

Homepage



In-Article



1. Leaderboard
930 x 100px
2. Right Side Bar — Medium Rectangle (Above Fold)
300 x 250px
3. Right Side Bar — Tall Skyscraper (Above Fold)
300 x 600px
4. Leaderboard — After 2nd Paragraph
930 x 100px
5. Center Placement
1200 x 280px
6. Right Side Bar — Medium Rectangle (Below Fold)
300 x 260px
7. Right Side Bar — Tall Skyscraper (Below Fold)
300 x 600px
8. Footer Leaderboard
570 x 80px

White Paper Listings

Finding an affordable place to list your whitepapers can be a challenge. Options are typically limited to a part of a \$10,000.⁰⁰ 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 platform for mainframe readers. *Planet Mainframe* readers are pre-qualified—they'll be interested in your white papers because they're mainframe people.

Advertising Placement Options

Type	Price
Leaderboard	
Site header	\$ 500
After 2nd article paragraph	\$ 450
Footer	\$ 350
Right Side Bar	
Tall Skyscraper (Above Fold)	\$ 650
Medium Rectangle (Above Fold)	\$ 400
Tall Skyscraper (Below Fold)	\$ 650
Medium Rectangle (Below Fold)	\$ 400
Center Placement	\$1,000

Sign up for an advertising program that lasts for three months. Extend your plan for a duration that best suits your goals. If you are an advertiser interested in a long-term advertising relationship, *Planet Mainframe* offers the **Platinum Advertising** designation.

* Price per month, minimum three-month commitment

** Ads can be changed once per month



Bronze Tier

- Leaderboard
- Right side banner
- White paper listing (optional)

\$500.00 USD
for **3 months**

(\$1500.00)

Silver Tier

- Sponsored Article (\$300.00 one-time fee)
- Leaderboard
- Right side banner
- White paper listing (optional)

\$500.00 USD
for **3 months**
+ **\$300.00**
sponsored article
(\$1800.00)

Gold Tier

- Leaderboard
- Right side banner
- White paper listing (optional)

\$450.00 USD
for **12 months**
pro-rated discount
of \$50 per month
(\$5040.00)

Platinum Tier

- Sponsored Article (\$300.00 one-time fee)
- Leaderboard (One premium option)
- Right side banner
- White paper listing (optional)

\$6000.00 USD for **12 months**
+ **\$300.00** sponsored article
(\$6300.00)

Contact Us for Advertising Opportunities

Phone: 615.437.3070 • Email: info@planetmainframe.com