Planet Mainframe’s origin is as the world’s premier resource for leading-edge mainframe technologies. Today, the publication serves the community by covering not only mainframe, but other related, critical technologies such as hybrid architecture, machine learning, AIOps, cloud, and distributed systems. Built on the premise of collaborative innovation, Planet Mainframe provides the technology community with access to a broad and unmatched source of technical knowledge—far beyond that available through a typical channel or single-vendor scenario.

Planet Mainframe readers have the expertise and experience required to manage complex computing systems.

MISSION
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.

PLATFORM AND PROPERTIES
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.

PROPERTIES
- Planet Mainframe Online Publication (Articles, Press Releases, Listicles, Reviews)
- Planet Mainframe Mailing List
- NEW! Planet Mainframe Podcasts
- Planet Mainframe Videos
- Planet Mainframe Social Media
- Planet Mainframe Job Board
- Planet Mainframe Trivia
- NEW! Webinars
- Planet Mainframe Print Magazine
### AT A GLANCE

<table>
<thead>
<tr>
<th></th>
<th>Users Per Month</th>
<th>Views Per Month</th>
<th>Pieces of Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Followers</td>
<td>8,000+</td>
<td>19,000+</td>
<td>500+</td>
</tr>
<tr>
<td>LinkedIn Followers</td>
<td>930+</td>
<td>1,350+</td>
<td>1,000+</td>
</tr>
<tr>
<td>Email Newsletter Subscribers</td>
<td>4,700+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter Open Rate</td>
<td></td>
<td></td>
<td>17%</td>
</tr>
</tbody>
</table>

### INDUSTRY PARTNERS

![Broadcom Mainframe Software](image)

![TechEd](image)

![CMG](image)

*FEEDSPOT.COM RANKED PLANET MAINFRAME AS THE #1 MAINFRAME BLOGS & NEWS WEBSITE AS RANKED BY TRAFFIC, SOCIAL MEDIA FOLLOWING, AND FRESHNESS.*
ABOUT

The demand for mainframe expertise has evolved over time. While mainframes continue to play a critical role in certain industries, there has been a shift toward modernization and integration with other technologies such as cloud computing and distributed systems. This has led to a more diversified skill set among professionals working with mainframe technologies. Planet Mainframe readers have the expertise and experience required to manage complex computing systems.

AUDIENCE

<table>
<thead>
<tr>
<th>UNITED STATES</th>
<th>EUROPE</th>
<th>APAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>27%</td>
<td>36%</td>
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EUROPE BREAKDOWN

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<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Germany</td>
<td>34%</td>
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<tr>
<td>France</td>
<td>14%</td>
</tr>
<tr>
<td>UK</td>
<td>13%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>4%</td>
</tr>
<tr>
<td>Spain</td>
<td>4%</td>
</tr>
<tr>
<td>Sweden</td>
<td>4%</td>
</tr>
<tr>
<td>Italy</td>
<td>3%</td>
</tr>
<tr>
<td>Belgium</td>
<td>3%</td>
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<tr>
<td>Denmark</td>
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<tr>
<td>Poland</td>
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INDUSTRY

<table>
<thead>
<tr>
<th>Industry</th>
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<tr>
<td>IT Services and Consulting</td>
<td>25%</td>
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<tr>
<td>Software Development</td>
<td>20%</td>
</tr>
<tr>
<td>Business Services</td>
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SENIORITY

<table>
<thead>
<tr>
<th>Seniority</th>
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<tbody>
<tr>
<td>CXO</td>
<td>4%</td>
</tr>
<tr>
<td>Senior</td>
<td>47%</td>
</tr>
<tr>
<td>Manager</td>
<td>4%</td>
</tr>
<tr>
<td>Entry</td>
<td>14%</td>
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BUSINESS SIZE

<table>
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<tr>
<th>Size Range</th>
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<tr>
<td>1,001–5,000</td>
<td>9%</td>
</tr>
<tr>
<td>5,001–10,000</td>
<td>7%</td>
</tr>
<tr>
<td>10,001+</td>
<td>26%</td>
</tr>
</tbody>
</table>

CONTACT US FOR ADVERTISING OPPORTUNITIES

info@planetmainframe.com
ARTICLE HIGHLIGHTS

Every IT Professional Should Work in a Mainframe Environment

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

8 Mainframe Mobile Apps that every mainframe professional should know

My Great Uncle Was a Farmer so I am a Mainframer

ReBoot Hill Revisited
Views : 21,046  https://bit.ly/3xToH8g

Automated SQL Quality Assurance

Has Mainframe Computing Inadvertently Started its Own Culture War?

PLANET MAINFRAME PUBLISHING THEMES

Planet Mainframe publishes content on numerous subjects within the mainframe umbrella throughout the year. We provide contributors the freedom to explore the latest and greatest in technology and, we will showcase theme explorations where contributors and partners can engage in conversations about the topics impacting the mainframe today!

2024 Publishing Themes

January
NEW YEARS / TALENT AND TRAINING

March
THE CUTTING EDGE / NEXT GEN TECH

April
THE HISTORY AND PEOPLE OF MAINFRAME

June
OBSERVABILITY AND RESILIENCY

July
ARTIFICIAL INTELLIGENCE

September
DB2

October
CYBER SECURITY
Why Partner with Us? Aligning your brand with Planet Mainframe means connecting with a dedicated and growing audience in the mainframe sector. Our advertising solutions are designed to be flexible and impactful, ensuring that your message resonates with the right people in the most effective way.

**Included Services with Planet Mainframe Investments:**

**Email and Social Media Marketing**

With every published article (any format) by a sponsor, we will promote your contribution to our email mailing list(s) including our daily update subscribers (900+) and our newsletter recipients (4,600+). Planet Mainframe has a strong presence on LinkedIn and Twitter including more than 2,000 combined followers and subscribers.

**Additional Contribution Opportunities**

Partners may submit unlimited guest contributions (articles) and educational resources which are to be posted at the Editor’s discretion.

**Access to Planet Mainframe Partners**

Planet Mainframe engages with community partners and conferences to further our brand and promote our collaborators. Through our community partners, Planet Mainframe advertisers can also access opportunities such as the Arcati Mainframe Yearbook.

**Expert Guidance**

As a benefit to our partners, Planet Mainframe offers editorial review of all contributions to the publication. We also supply all marketing graphics for publishing on our website and through social channels.

**Reporting**

We are invested in your future success. We want to make sure that you can track the progress of your work with Planet Mainframe. Data can be the key to unlocking untapped potential and capitalizing on successes and opportunities. Each month of your contract, Planet Mainframe will provide you with detailed reports on each aspect of your advertising agreement.

Monthly reports will include:

- Overall user and page visit growth and comparison month-over-month
- Performance reporting on all contributions including views and rankings.
- Social Media reporting for your contributions including impressions, engagement rate, clicks, reactions, reposts, and comments
- Newsletter and email metrics including number of recipients, open rate, CTR, and clicks.
- Ad metrics including impressions and clicks.
SITE TAKEOVER

Our flagship advertising option is our Site Takeover. When you purchase this top-tier option, your brand will be featured in five central positions on the home page. Additionally, you will receive takeover branding in one email, a spotlight article of your choice to submit for publishing on Planet Mainframe, and social media promotion on all channels.

Ads

- Leaderboard (1) All Pages
- Right Side Bar Medium Rectangle (2) Homepage
- Footer (8) All Pages
- Newsletter Takeover 1x per Month

Content

- Whitepaper Listing (1 time)
- Unlimited Guest Contributions
- Podcast Interview (1 time)

Positions Available: 1

Minimum Investment: 1 Month

Great for: Brand Awareness, Consideration/Evaluation

Pricing: $3000/1st Month then $2000/Month
All prices listed in USD

AD PLACEMENT

1 Leaderboard (Above the Fold)
2 Right Side Bar Medium Rectangle (Above the Fold)
3 Right Side Bar Tall Rectangle (Above the Fold)
4 Leaderboard—After 2nd Paragraph
5 Center Placement
6 Right Side Bar (Below the Fold)
7 Right Side Bar Tall Rectangle (Below the Fold)
8 Footer

CONTACT US FOR ADVERTISING OPPORTUNITIES
info@planetmainframe.com
**SPONSORED ARTICLE**

With a sponsored article, you have an opportunity to showcase your current brand initiative or product/service, giving an overview of your tool or service and bringing it to life with visual and audio media and written content. Post will be made sticky and fixed to right side of homepage for 1 month.

**Pricing:** $500/article

**Included**
- Social Media Promotion (All Channels)
- Email Marketing
- Editorial Review
- Monthly Analytics Reporting

**GUEST ARTICLE OR LISTICLE**

Guest posting is an excellent way to showcase your knowledge and highlight your brand’s thought leadership, functionality and value.

Unlike Sponsored Articles, Guest Posts cannot be solely about your app/service. It needs to be informational and practical in nature and must include other options for readers beyond your app/service.

This option gives you an opportunity to share your thoughts on the industry and boost your profile within the community.

**Word Count:** 750–1000

**Pricing:** $250/article

**Included**
- Social Media Promotion (All Channels)
- Email Marketing
- Editorial Review
- Monthly Analytics Reporting

**WHITEPAPER LISTING**

Finding an affordable place to list your whitepapers can be a challenge. Options are typically limited to a part of large marketing/advertising campaigns or a repository that is not well positioned to attract the attention of mainframe technology readers (and buyers).

**Pricing:** $150/whitepaper

**Included**
- Social Media Promotion (All Channels)
- Email Marketing
- Editorial Review
- Monthly Analytics Reporting

**EVENTS CALENDAR**

Listing on the Planet Mainframe events calendar to promote your special event.

**Pricing:** $100/posting or may be made available for no charge to qualified community organizations.

**Included**
- Social Media Promotion (All Channels)
- Email Marketing
- Editorial Review
- Monthly Analytics Reporting

**TRIVIA**

We invite you to host a Planet Mainframe Trivia! Trivia articles are fun and engaging on Planet Mainframe and on our social media channels. Provide us with a brief introduction and 5–10 trivia questions. Questions can link to articles and websites with answer hints!

**Pricing:** $500/trivia article

**Positions Available:** 2 per month
### PODCAST FEATURE

Collaborate with Planet Mainframe to have your brand and expert(s) featured on a custom podcast.

**Great for:** Brand Awareness, Consideration/Evaluation, Expertise / Thought Leadership

<table>
<thead>
<tr>
<th>Content</th>
<th>Pricing: $750</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Podcast Interview</td>
<td></td>
</tr>
</tbody>
</table>

**Included**
- Right Side Bar Tall Rectangle (Evergreen)
- Social Media Promotion (All Channels)
- Email Marketing
- Editorial Review
- Monthly Analytics Reporting

### PODCAST SPONSORSHIP

Looking to get your solution directly in front of our growing podcast? Our podcast sponsorship allows you to do just that by sponsoring our monthly podcast featured on Planet Mainframe.

**Great for:** Brand Awareness

<table>
<thead>
<tr>
<th>Pricing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• $75 USD per pre-roll (15 second ad at the start of the show)</td>
<td></td>
</tr>
<tr>
<td>• $100 USD per mid-roll (30 second ad in the middle of the show)</td>
<td></td>
</tr>
</tbody>
</table>

**Included**
- 570x80px
- 2 spots available per podcast
- Pre-roll
- Mid-roll

**Minimum Investment:** 4 Episodes

### WEBINAR

Show your industry expertise and demonstrate your solution through a live or on-demand 30-minute webinar.

This is not just a sponsorship. You will present an informational and practical webinar that goes beyond a feature pitch.

| Pricing: $2,000 | |

**Included**
- Social Media Promotion (All Channels)
- Email Marketing
- Monthly Analytics Reporting of marketing and event for 60 days

### PLANET MAINFRAME: PRINT AND DIGITAL MAGAZINE

Launched in 2022, Planet Mainframe produces a quarterly print and digital magazine.

Partner opportunities include article contribution and advertising. Sponsored content will be mixed with fresh editorial content from expert contributors. The digital publication can support ads and sponsored articles with hyperlinks.

<table>
<thead>
<tr>
<th>Ad Pricing Options</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• 1/2 Page $250</td>
<td></td>
</tr>
<tr>
<td>• Full $500</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide up to 2,000 words of educational or informational content. Articles that are solely about your app/service will receive “Sponsored Content” designation.</td>
<td></td>
</tr>
<tr>
<td>• $250 Contributor Article</td>
<td></td>
</tr>
<tr>
<td>• $500 Sponsored Article</td>
<td></td>
</tr>
</tbody>
</table>

Contact Planet Mainframe to discuss details, pricing, and deadlines.

---

*All prices listed in USD*
Community: Articles and Outreach

Through sponsored and guest content, highlight your brand’s thought leadership, functionality, and value to the Planet Mainframe community.

Includes:

<table>
<thead>
<tr>
<th>2 sponsored articles per month</th>
<th>2 non-sponsored articles per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showcase your solution with an article featuring your tool or service and bring it to life with video, imagery, and screenshots. Each post will be sticky for 1 week on the Planet Mainframe homepage. It will be featured in the weekly newsletter and will receive at least 3 promotional social media posts.</td>
<td>Showcase your thought leadership with an educational feature that provides information and practical advice for the community. Each post will be sticky for 1 week on the Planet Mainframe homepage. It will be featured in the weekly newsletter and will receive at least 3 promotional social media posts.</td>
</tr>
</tbody>
</table>

Option to submit additional non-sponsored content for consideration. These pieces will be published at the discretion of the Editor and you will not receive analytics or curated promotion.

Investment: $1,500/month (Minimum of 3 months)

Suggested Enhancements

<table>
<thead>
<tr>
<th>Custom Article from Industry Expert</th>
<th>Lead Generation Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approximately 1,000 words integrating your desired objective, keywords, and story.</td>
<td>Place a lead collecting form on any of your sponsored or non-sponsored articles.</td>
</tr>
<tr>
<td>• $1,500/ ~1,000 Words (cannot be discounted)</td>
<td>• $750/article for evergreen placement</td>
</tr>
<tr>
<td></td>
<td>• $2,000 to include on all 4 articles in your package</td>
</tr>
</tbody>
</table>

Looking for something different? Let us create a bespoke package today!
Community: Articles, Outreach, and Ads

We will promote your brand and activities with thought leadership content and promotional advertising targeting the mainframe community.

Includes:

2 sponsored articles per month
- Showcase your solution with an article featuring your tool or service and bring it to life with video, imagery, and screenshots. Each post will be sticky for 1 week on the Planet Mainframe homepage. It will be featured in the weekly newsletter and receive at least 3 promotional social media posts.

2 non-sponsored articles per month
- Showcase your thought leadership with an educational feature that provides information and practical advice for the community. Each post will be sticky on the Planet Mainframe homepage for 1 week. It will be featured in the weekly newsletter and receive at least 2 promotional social media posts.

Option to submit additional non-sponsored content for consideration. These pieces will be published at the discretion of the Editor, and you will not receive analytics or curated promotion.

- Center Placement Ad on PlanetMainframe.com home page.
- Newsletter Takeover including 2 ads and a logo in one newsletter mailing.
- Sticky Inclusion in Planet Mainframe Events Calendar

Investment: $2,500/month (Minimum of 3 months)

Suggested Enhancements

Custom Article from Industry Expert
- Approximately 1,000 words integrating your desired objective, keywords, and story.
  - $1,500/ ~1000 Words (cannot be discounted)

Lead Generation Form
- Place a lead collecting form on any of your sponsored or non-sponsored articles.
  - $750/article for evergreen placement
  - $2,000 to include on all 4 articles in your package

Looking for something different? Let us create a bespoke package today!
Arcati Mainframe Yearbook

2024 Edition

**Strategic Sponsor ($2,450 USD)**
- Your logo and link on the website landing page, Yearbook cover, and in the vendor directory.
- You receive the opportunity to include a corporate paper in the Mainframe Strategy section.
- We will also include an embedded video (mp4) of up to 2 minutes of a company representative talking about your included paper or your solution/services.
- Full Page ad in the book
- Opportunity to ask a question in our Mainframe User Survey if sponsored by October 10th.

**Yearbook Partner ($1,150 USD)**
- Your logo and link on the website landing page and in the vendor directory.
- Half Page ad in the book

**NEW! Upgrade your Directory Listing ($275 USD)**
- Logo placement on listing
- Adds box call-out to listing
- Logo placement on the Yearbook Webpage

Looking for something different? Let us create a bespoke package today!
<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>AD UNIT</th>
<th>SPEC</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard and Footer Takeover</td>
<td>Leaderboard (Above the Fold, All Pages) and Footer (All Pages)</td>
<td>930x100px 1 Spot</td>
<td>$1250/Month</td>
</tr>
<tr>
<td>Homepage</td>
<td>Leaderboard (Rotating, Above the Fold)</td>
<td>930x100px 3 Spots</td>
<td>$500/Month</td>
</tr>
<tr>
<td></td>
<td>Right Side Bar Medium Rectangle (Rotating, Above the Fold)</td>
<td>300x250px 3 Spots</td>
<td>$250/Month</td>
</tr>
<tr>
<td></td>
<td>Right Side Bar Tall Rectangle (Rotating, Above the Fold)</td>
<td>300x600px 5 Spots</td>
<td>$350/Month</td>
</tr>
<tr>
<td></td>
<td>Center Placement (Rotating)</td>
<td>1200x280px 5 Spots</td>
<td>$350/Month</td>
</tr>
<tr>
<td></td>
<td>Right Side Bar (Rotating, Below the Fold)</td>
<td>300x260px 3 Spots</td>
<td>$150/Month</td>
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<tr>
<td></td>
<td>Footer</td>
<td>570x80px 3 Spots</td>
<td>$150/Month</td>
</tr>
<tr>
<td>In-Article</td>
<td>Leaderboard (Above the Fold)</td>
<td>930x100px 1 Spot</td>
<td>$500/Month</td>
</tr>
<tr>
<td></td>
<td>Right Side Bar Medium Rectangle (Above the Fold)</td>
<td>300x250px 1 Spot</td>
<td>$250/Month</td>
</tr>
<tr>
<td></td>
<td>Right Side Bar Tall Rectangle (Above the Fold)</td>
<td>300x600px 1 Spot</td>
<td>$350/Month</td>
</tr>
<tr>
<td></td>
<td>Leaderboard (After 2nd Paragraph)</td>
<td>930x100px 1 Spot</td>
<td>$350/Month</td>
</tr>
<tr>
<td></td>
<td>Right Side Bar (Below the Fold)</td>
<td>300x260px 1 Spot</td>
<td>$150/Month</td>
</tr>
<tr>
<td></td>
<td>Footer</td>
<td>570x80px 1 Spot</td>
<td>$150/Month</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Header Banner</td>
<td>600x250px</td>
<td>$350/Mailing</td>
</tr>
<tr>
<td></td>
<td>Footer Banner</td>
<td>600x250px</td>
<td>$200/Mailing</td>
</tr>
<tr>
<td></td>
<td>Exclusive Takeover Both banners + logo + article</td>
<td>600x250px+ Logo</td>
<td>$1,500/Mailing</td>
</tr>
<tr>
<td>Trivia</td>
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<td>300x600px</td>
<td>$350/Month</td>
</tr>
<tr>
<td>Jobs</td>
<td>Right Side Bar Tall Rectangle (Above the Fold)</td>
<td>300x600px</td>
<td>$350/Month</td>
</tr>
</tbody>
</table>

For ads - only packages, a minimum purchase of three months is required by new advertisers. Discounts may be available on combined packages and return customers. All prices listed in USD.

CONTACT THE PLANET MAINFRAME TEAM FOR PERSONALIZED ADVERTISING SOLUTIONS  
info@planetmainframe.com