

[DATA SOLUTION](#)

[HPE DATA SOLUTION](#)

[STORAGE](#)

[OTHER](#)

[ARCHIVES](#)

[RATE CARD](#)

# CONNECT CONVERGE

Your Independent Hewlett Packard Enterprise Technology User Community

[CONNECT](#) Rate Card 2023

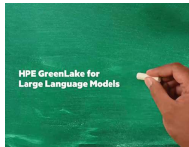
## TRENDING NOW



**Start planning your HPE Discover experience**  
We're bringing together best practices and industry use cases across 8 key tracks. Join us June 20-22 in Las Vegas.



**Cyber hygiene can combat security threats posed by quantum computing**  
But more than two decades later, is this level of cyber hygiene enough?



**WATCH: HPE Green Lake for Large Language Models**  
Rapidly train, tune, and deploy large-scale AI through an on-demand, multi-tenant cloud service.



**You can't run away from technical debt**  
How to combat and understand the challenges.

## News From HPE Business Units

[HPE NonStop](#)

[Data Solution](#)

[Software Define & Cloud](#)

[Community Updates](#)

CONNECTCONVERGE

*About Connect Converge*

Connect Converge Readers

Members

Statistics

Advertising Rates

Ad Dimensions

Mechanical Specs

Submission Guidelines

Advertising Policies

CONNECT

## *About Connect Converge*

Connect Converge is the go-to source for the latest news and technical content in the world of Hewlett Packard Enterprise solutions. With a dynamic E-newsletter format, it brings together HPE technology customers, partners, and employees from around the world. In addition to curated content, C2 welcomes webinars, blogs, and events, allowing community members to actively participate in their HPE community. With an audience of 68k plus global members in 60 countries, Connect Converge is the perfect platform to stay connected and stay current with the latest HPE updates and developments.

*Media Kit 2023* **1**

# CONNECT CONVERGE

About Connect Converge

*Connect Converge Readers*

Members

Statistics

Advertising Rates

Ad Dimensions

Mechanical Specs

Submission Guidelines

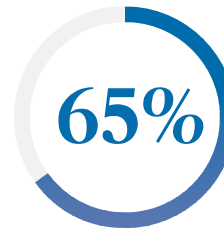
Advertising Policies



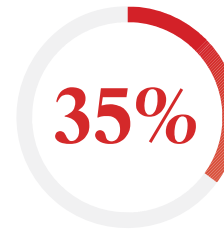
## Connect Converge Readers



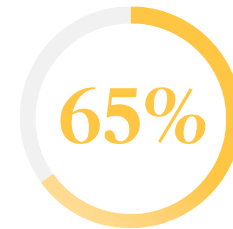
Early Adopters/  
Innovators of New  
Technology



Purchase Direct From  
The Channel



Purchase Direct from  
Hewlett Packard  
Enterprise



Readers Are  
Customers/End Users  
of HPE Products and  
Services

About Connect Converge

Connect Converge Readers

*Members*

Statistics

Advertising Rates

Ad Dimensions

Mechanical Specs

Submission Guidelines

Advertising Policies



## Members

Executive Management .....	<b>20%</b>
IT Director/Manager .....	<b>16%</b>
Administrator/Engineer .....	<b>22%</b>
Developer/Analyst/Programmer ...	<b>16%</b>
Consultant/IT Professional .....	<b>19%</b>
Architect .....	<b>7%</b>

# CONNECT CONVERGE

About Connect Converge

Connect Converge Readers

Members

*Statistics*

Advertising Rates

Ad Dimensions

Mechanical Specs

Submission Guidelines

Advertising Policies



## 2023 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	

About Connect Converge

Connect Converge Readers

Members

Statistics

*Advertising Rates*

Ad Dimensions

Mechanical Specs

Submission Guidelines

Advertising Policies



## 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

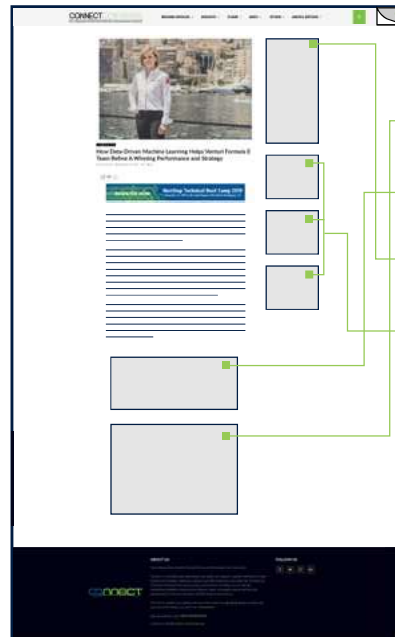
Placement	Size (W x H)	
Video Ad	1080p +	\$1500 per insertion
Corner Peel	1080p +	

### Run on Site Banner Ad Connect Worldwide Website

Connect Website	Size (W x H)	1X
Rotating Banner Homepage	1075 x 276 px	\$1,500

- About Connect Converge
- Connect Converge Readers
- Members
- Statistics
- Advertising Rates
- Ad Dimensions**
- Mechanical Specs
- Submission Guidelines
- Advertising Policies

## 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.

CONNECTCONVERGE

About Connect Converge

Connect Converge Readers

Members

Statistics

Advertising Rates

Ad Dimensions

**Mechanical Specs**

Submission Guidelines

Advertising Policies

CONNECT

## **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 [jlark@connect-community.org](mailto:jlark@connect-community.org)

*Media Kit 2023 7*



About Connect Converge

Connect Converge Readers

Members

Statistics

Advertising Rates

Ad Dimensions

Mechanical Specs

*Submission Guidelines*

Advertising Policies

## 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)

About Connect Converge

Connect Converge Readers

Members

Statistics

Advertising Rates

Ad Dimensions

Mechanical Specs

Submission Guidelines

*Advertising Policies*

## *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.