



MEDIA KIT

TOP500 & Green500

2019

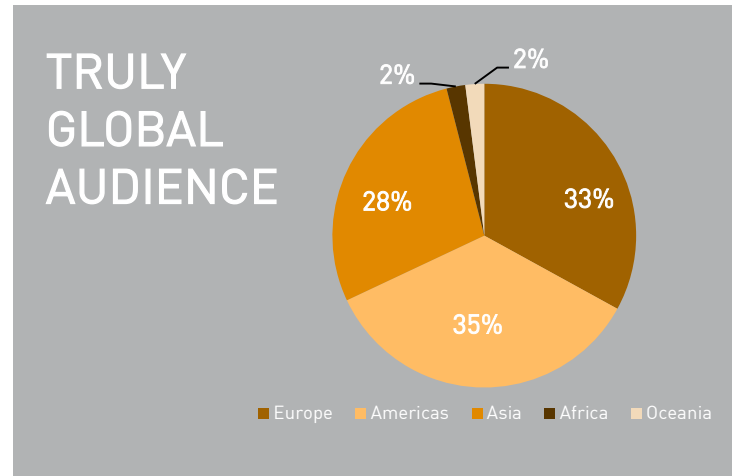
Contact:
[advertising@
top500.org](mailto:advertising@top500.org)

WHY ADVERTISE ON TOP500.ORG



Your brand will be associated with the world's most powerful and energy-efficient computer systems.

- Highly qualified international target audience
- High visitor numbers and pageviews
- Attractive pricing on a fair and reliable basis



ALL ADVERTISING OPTIONS



BANNER ADVERTS

- Gain very high visibility
- Achieve long-term awareness
- Communicate strategic messages

[More ...](#)

SPONSORED ARTICLES

- Launch new products
- Announce news and success stories
- Communicate strategic messages

[More ...](#)

REPORTING
AT YOUR
CONVENIENCE

YOUR OWN MICROSITE

- Highest level of awareness and engagement
- Link on the homepage straight to your site
- Include features, whitepapers, videos, your twitter feed about your brand

[More ...](#)

AROUND LIST PUBLICATION

- Vendor press releases
- **ADD ON:** Generate leads by providing whitepapers for download

[More ...](#)

TECHNICAL
REQUIREMENTS
ON REQUEST

ADVERTISING OPTIONS

BANNER ADS



Selecting the most suitable advertising options depends largely on your campaign objectives. Banner ads are powerful tools for building brand awareness and brand recognition.

We will discuss the goals of your campaign and define on which pages and to which users your ad will show to ensure they are targeting the right audience.

[Back to Overview](#)

The screenshot displays the TOP 500 website interface. At the top right, there is a prominent orange banner with the text "Leaderboard: 728 x 90". Below this, the website header includes navigation links (HOME, LISTS, STATISTICS, RESOURCES, ABOUT, MEDIA KIT) and a search bar. The main content area is divided into two columns. The left column features a "NEWS FEED" section with three articles: "The Era of General Purpose Computers is Ending", "Deep500: ETH Researchers Introduce New Deep Learning Benchmark for HPC", and "ThinkParQ Announces Its Platinum Partnership with Pacific Teck". The right column features a "THE LIST" section with "11/2018 Highlights" and a list of news items. On the far right, there are four square pop-up ads: "TOP500 LIST", "ANNIVERSARY 25 YEARS", and "NEWSLETTER SIGN UP".

Leaderboard: 728 x 90

HOME LISTS STATISTICS RESOURCES ABOUT MEDIA KIT Search Go

NEWS FEED

The Era of General Purpose Computers is Ending
Moore's Law has underwritten a remarkable period of growth and stability for the computer industry. ...
The Era of General Purpose Computers is Ending was written by Michael Feldman at .

Deep500: ETH Researchers Introduce New Deep Learning Benchmark for HPC
ETH researchers have developed a new deep learning benchmarking environment – Deep500 – they say is “the first distributed and reproducible benchmarking system for deep learning, [and] provides software infrastructure to utilize the most powerful supercomputers for extreme-scale workloads.” The researchers used CSCS Piz Daint supercomputer in developing the benchmark, have made the code freely [...] The post Deep500: ETH Researchers Introduce New Deep Learning Benchmark for HPC appeared first on HPCwire.

ThinkParQ Announces Its Platinum Partnership with Pacific Teck
KAISERSLAUTERN, Germany, Feb. 5, 2019 — ThinkParQ, the company behind the award-winning parallel file system BeeGFS, is pleased

THE LIST

11/2018 Highlights

- Summit and Sierra improved in performance and brought the #1 and #2 spot back to the USA.
- The No 7 system SuperMuc is newly installed. A few other systems (No 1, 2, 6) improved in performance.
- Summit, an IBM-built system at the Oak Ridge National Laboratory (ORNL) in Tennessee, USA, remains at the #1 spot with an improved performance of 143.5 Pfllop/s on the HPL benchmark, which is used to rank the TOP500 list. Summit has 4,356 nodes, each one housing two Power9 CPUs with 22 cores each and six NVIDIA Tesla V100 GPUs each with 80 streaming multiprocessors (SM). The nodes are linked together with a Mellanox dual-rail EDR InfiniBand network.
- Sierra, a system at the Lawrence Livermore National Laboratory, CA, USA moved up one rank and is now listed at #2. Its architecture is very similar to the new #1 systems Summit. It is build with 4,320 nodes with two Power9 CPUs and four NVIDIA Tesla V100 GPUs. Sierra achieved 94.6 Pfllop/s.
- Sunway TaihuLight, a system developed by China's National Research Center of Parallel Computer Engineering & Technology (NRCCPE) and installed at the National Supercomputing Center in Wuxi, which is in China's Jiangsu province was in the lead for 2 years, but was now pushed to the #3 position with 93 Pfllop/s.
- Tianhe-2A (Milky Way-2A), a system developed by China's National University of Defense Technology (NUDT) and deployed at the National Supercomputer Center in Guangzho, China was upgraded earlier this year by replacing the Xeon Phi accelerators with the new proprietary Matrix-2000 chips.

Square pop-up: 250 x 250

Square pop-up: 250 x 250

ADVERTISING OPTIONS

SPONSORED ARTICLES



Sponsored articles are a great way to reach your audience. Your story of up to 800 words will appear in a prime spot on the TOP500 homepage.

Especially combined with banner advertising, sponsored content helps you gain high visibility for your brand and message on all levels.

We can also email your articles to our subscriber database for extra exposure.

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A screenshot of the TOP500 website homepage. The page features a navigation bar with links for HOME, LISTS, STATISTICS, RESOURCES, ABOUT, and MEDIA KIT, along with a search bar. The main content area is divided into a 'NEWS FEED' section and a 'SPONSORED CONTENT' section. The 'SPONSORED CONTENT' section is highlighted with an orange border and contains a placeholder for an article with a server rack image, a title 'This could be your article', and a date 'TOP500 Team | December 12, 2016 14:59 CET'. To the right of the sponsored content are two buttons: 'TOP500 LIST' and 'NEWSLETTER SIGN UP'. The 'NEWS FEED' section contains three article entries with titles, brief descriptions, and dates.



HOME LISTS STATISTICS RESOURCES ABOUT MEDIA KIT

NEWS FEED

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ThinkParQ Announces Its Platinum Partnership with Pacific Teck
KAISERSLAUTERN, Germany, Feb. 5, 2019 — ThinkParQ, the company behind the award-

SPONSORED CONTENT



This could be your article
TOP500 Team | December 12, 2016 14:59 CET
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Read more

Two buttons: 'TOP500 LIST' with a document icon and 'NEWSLETTER SIGN UP' with an envelope icon.

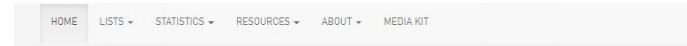
ADVERTISING OPTIONS

WHITEPAPERS



Hosting your whitepaper on the TOP500 site will expose your product messaging and thought leadership to a wide swathe of the HPC community. Our readership includes the kinds of decision-makers that you want to reach, and we will forward the **contact details of all readers** that downloaded your content.

We also offer a **whitepaper authoring service**, which leverages our ability to understand the dynamics of the HPC market and its competitive landscape. In addition, our familiarity with the 25-year historical record of the TOP500 list allows us to **enrich your paper with unique insights** and trends in the HPC market.



Title of your article or whitepaper here

Sponsored Content

Your Company Name | Date



Introductory paragraph / description of your downloadable content: Lorem ipsum c
consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et
aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et e
kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



First name

Last name

Email address

[Download](#)

READERS
ENTER THEIR
DETAILS TO
VIEW YOUR
CONTENT

[Back to
Overview](#)

ADVERTISING OPTIONS

MICROSITE



Put your company in the spotlight!

With your own microsite on the TOP500 website you will achieve the highest level of awareness and engagement.

A prominent link on the homepage leads straight to your site, containing **features, whitepapers, videos and other content** as well as **TOP500 News articles about your company and your Twitter feed**. All banner advertising on this page will be exclusive to your brand.

We will work with you to choose the right content to capture our readers' interest.

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YOUR Leaderboard

A screenshot of the TOP 500 microsite interface. The page features a navigation bar with links for HOME, LISTS, STATISTICS, RESOURCES, ABOUT, and MEDIA KIT. A search bar is located on the right. The main content area is divided into several sections: a welcome message with a placeholder for a company name, a "YOUR Content" section with a blue brain graphic, a "SPECIAL FEATURE" section with a blue brain graphic, a "NEWS" section with a headline "Green500 Reaches New Heights in Energy-Efficient Supercomputing" and a "Processor News Plus Green500" article, and a "YOUR News & Twitter Feed" section with a tweet from HPC Guru. A large orange banner on the right side of the page reads "YOUR Banner".

ADVERTISING OPTIONS AROUND LIST PUBLICATION



Around the TOP500 list publication in June and November, when the interest in the project is at its peak, we offer special advertising options for additional brand exposure:

Vendor press releases

When the TOP500 list is published, many vendors issue press release in conjunction with their placement on the list. Why not have them placed right next to the list download area to put your news in the spotlight?

Please contact us at advertising@top500.org for details on these special opportunities.

BANNER ADS

TECHNICAL REQUIREMENTS



General Specifications and Requirements

All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.

Format: JPEG, Flash, or other rich media accepted. If using rich media, see Rich Media Specifications below.

File size: In general 30K maximum.

URL: Please include a URL for your ad to link to.

Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertiser's name to signify that it is an ad creative banner, not content.

Ads may not have transparent backgrounds and may never blend into the screen content. Total animation time for all loops combined cannot exceed 15 seconds.

Send materials to advertising@top500.org.

Rich Media Specifications for Web-Based Ads

TOP500.org supports most rich media formats. Your creative must conform to the IAB Rich Media Guidelines published at <http://www.iab.net/guidelines/508676/508767/displayguidelines>

In addition, all rich media must conform to the following rules:

- Expandable creative currently not supported. Please ask for information at advertising@top500.org.
- Audio currently not supported. Please ask for information at advertising@top500.org.
- Flash Ads:
 - Must have the clickTag variable coded into the swf file.
See: http://macromedia.com/resources/richmedia/tracking/designers_guide
 - You must send alternate GIF (JPEG, PNG) files for visitors who do not have Flash on their browser.

REPORTING FOR YOUR CONVENIENCE



Advertisers are provided monthly information reports and will have an individual account to receive detailed advertising statistics and other information, including:

- Page impressions
- Click-through rate
- Current screen shot of your ad

For further information and a full price list, please contact:

advertising@top500.org

