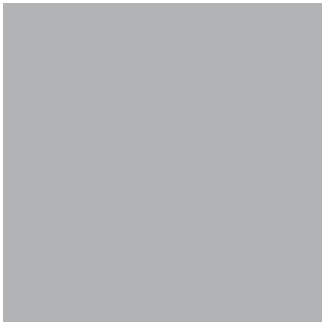




MEDIA KIT

TOP500 & Green500

2022



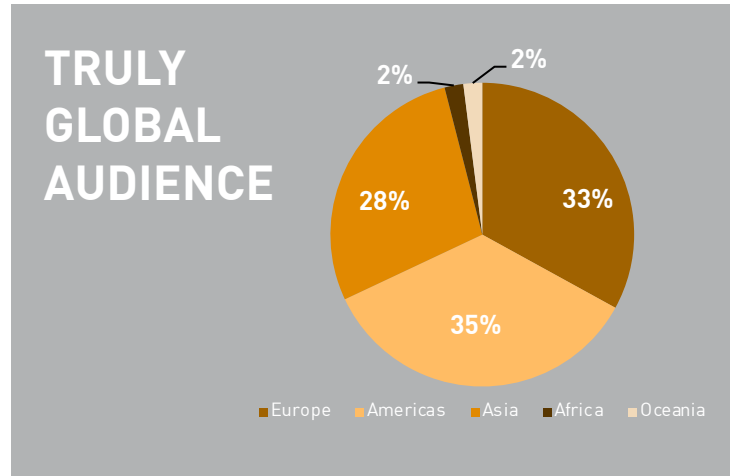
Contact:
[advertising@
top500.org](mailto:advertising@top500.org)

WHY ADVERTISE ON TOP500



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 TOP500 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), a search bar, and the TOP500 logo. 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 system updates. On the far right, there are four square buttons: "TOP500 LIST", "ANNIVERSARY", and "NEWSLETTER SIGN UP". At the bottom right, there are two large orange-bordered boxes, each containing the text "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.

[Back to Overview](#)

A screenshot of the TOP 500 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 on the left and a 'SPONSORED CONTENT' section on the right. The 'SPONSORED CONTENT' section is highlighted with an orange border and contains a placeholder image of server racks, a title 'This could be your article', a date 'TOP500 Team | December 12, 2016 14:59 CET', and several paragraphs of placeholder text. On the right side of the page, there are two vertical panels: one for 'TOP500 LIST' and another for 'ANNIVERSARY' and 'NEWSLETTER SIGN UP'. The 'ANNIVERSARY' panel features a '25 YEARS' badge.

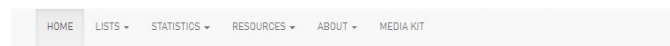
ADVERTISING OPTIONS

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.



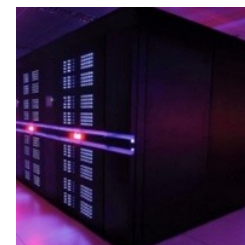
Title of your article or whitepaper here

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



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.

[Back to Overview](#)



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 in the top right corner. 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 video player showing a person speaking, a "SPECIAL FEATURE" section with a blue brain graphic, a "NEWS" section with an article titled "Green500 Reaches New Heights in Energy-Efficient Supercomputing", and a "YOUR News & Twitter Feed" section displaying tweets 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/de-signers_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

