



MEDIA KIT
TOP500 & Green500

March
2018

Contact:
advertising@
top500.org

TOP500 NEWS

Unique perspectives on the latest announcements, technology developments, and other happenings in HPC.

- **Unbiased reporting**
- **Insightful analysis**
- **Crisp writing**
- **Managing Editor Michael Feldman, one of the foremost writers in the industry**



WHY ADVERTISE ON TOP500.ORG



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

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

10,000
newsletter subscribers

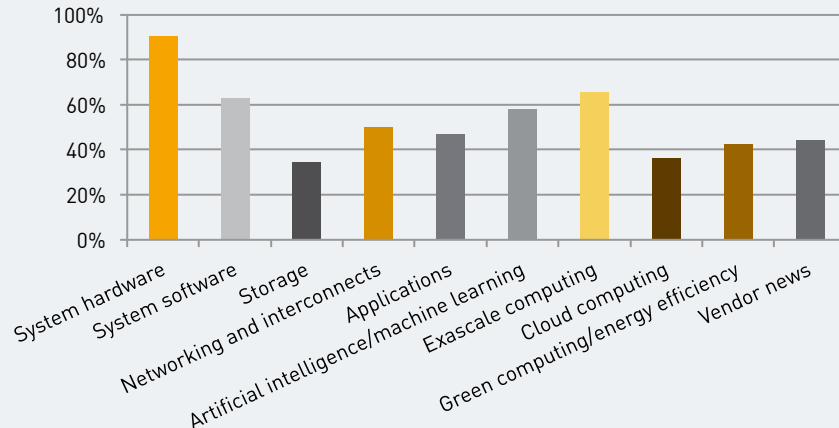
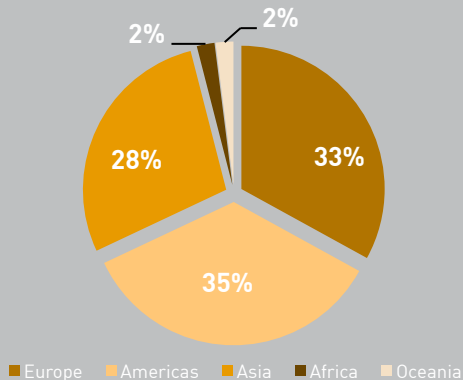
More than
70,000
unique visitors per month

More than
300,000
pageviews per month

10,000 social media followers

50,000 tweet impressions pcm

TRULY GLOBAL AUDIENCE



OUR READERS' INTERESTS

20% regard TOP500 News as their only HPC news source.

ADVERTISING OPTIONS OVERVIEW



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

[More ...](#)

REPORTING
AT YOUR
CONVENIENCE

CONTENT FEATURES

- Special focus on HPC-related topics
- Six features in 2018
- Sponsorship options available for content and banner ads

[More ...](#)



YOUR OWN MICROSITE

- Highest level of awareness and engagement
- Link on the homepage straight to your site
- Include features, whitepapers, videos, your twitter feed and the latest TOP500 News articles about your brand

[More ...](#)

TECHNICAL
REQUIREMENTS
ON REQUEST

WEEKLY NEWSLETTERS

Have your brand included in our weekly newsletter and reach 10,000 subscribers

- Sponsored Content (1 exclusive spot)
- Newsletter Banner 468 x 60 (1 exclusive spot)
- Newsletter Banner 180 x 150 (2 spots)

[More ...](#)

AROUND LIST PUBLICATION

- TOP500 newspaper – SC Edition
- Special edition TOP500 newsletters
- Vendor press releases

[More ...](#)

START-UP
PACKAGES
AVAILABLE

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.

A screenshot of the 'TOP 500 The List' website. At the top right, a grey box with an orange border contains the text 'Leaderboard: 728 x 90'. Below this is a navigation bar with links for HOME, NEWS, LISTS, STATISTICS, RESOURCES, ABOUT, MEDIA KIT, and GREEN500, along with a search bar and a 'Go' button. The main content area features a featured article titled 'IBM Launches Power9 Servers, Initial Offering Takes Aim at Enterprise AI' with a sub-image of server hardware. Below this are sections for 'NEWS' and 'IN DEPTH', each with a sub-image and article preview. On the right side, there are three vertical widgets: 'TOP500 LIST' with a starburst graphic, '50th ANNIVERSARY' with a laurel wreath, and 'STATISTICS' with a bar chart. At the bottom right, two large grey boxes with orange borders are labeled '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 among editorial content.

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

We also provide editorial services to support you in developing your sponsored content.

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The screenshot shows the TOP500 website homepage. At the top, there is a navigation bar with links for HOME, NEWS, LISTS, STATISTICS, RESOURCES, ABOUT, MEDIA KIT, and GREEN500. A search bar is located on the right. Below the navigation bar, there is a featured article titled "IBM Launches Power9 Servers, Initial Offering Takes Aim at Enterprise AI" by Michael Feldman, dated December 5, 2017. To the right of this article is an image of server hardware. Below the featured article, there is a "NEWS" section with two articles: "Verne Global Jumps into HPC Cloud Business" and "Google's Automated AI Tool Surpasses Human Experts". To the right of the news section is a "SPONSORED CONTENT" section with a featured article titled "This could be your article" by TOP500 Team, dated December 12, 2016. The sponsored content section is highlighted with an orange border. On the right side of the page, there are several icons and buttons, including "TOP500 LIST", "50th ANNIVERSARY", and "STATISTICS".

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

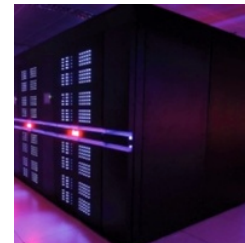
Sponsored Content

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.

READERS
ENTER THEIR
DETAILS TO
VIEW YOUR
CONTENT



First name

Last name

Email address

[Download](#)

[Back to Overview](#)

ADVERTISING OPTIONS

CONTENT FEATURES



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Throughout 2018, TOP500 News will put a special focus on six topics related to the field of HPC. These content features will run on a dedicated microsite and will offer sponsorship opportunities, such as articles and banners, for two to four organizations each month.

STORAGE

February 2018

New architectures, technologies, and products impacting the high performance storage space for the coming year

NETWORKING

April 2018

Developments in HPC interconnects and networking, including what's on the horizon for 2018 and 2019

SYSTEMS

June 2018

System and server offerings from HPC vendors, as well as technologies being developed for exascale machines

PROCESSORS

September 2018

The latest in high-performance micro-processors, including new developments presented at the HOT CHIPS conference

ENERGY EFFICIENCY

October 2018

Technologies and products aimed at efficient power and cooling for HPC installations, with a spotlight on the most recent Green500 list

CLOUD

November 2018

What's driving HPC customers to migrate their workloads to cloud environments, plus the newest product offerings

ADVERTISING OPTIONS

SPOTLIGHT 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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A screenshot of a microsite on the TOP 500 website. The page features a navigation bar with links for HOME, NEWS, LISTS, STATISTICS, RESOURCES, ABOUT, and GREEN500. A search bar is located on the right. The main content area includes a welcome message, a featured article titled "Green500 Reaches New Heights in Energy-Efficient Supercomputing", and a "SPECIAL FEATURE" section with a brain graphic. A "Tweets" section displays a tweet about ATPESC 2017. Several areas are highlighted with orange boxes: the "YOUR Leaderboard" header, a "YOUR Banner" area, a "YOUR Content" box, and a "YOUR News & Twitter Feed" box. The TOP 500 logo is in the top left corner.

ADVERTISING OPTIONS

WEEKLY NEWSLETTER



Have your brand included in our weekly newsletter and reach 10,000 subscribers.

Sponsored Content:

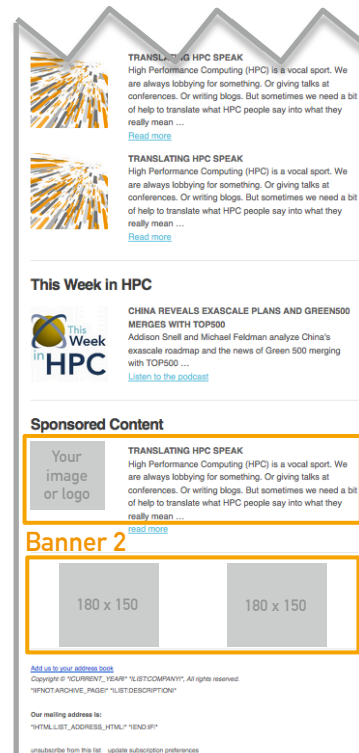
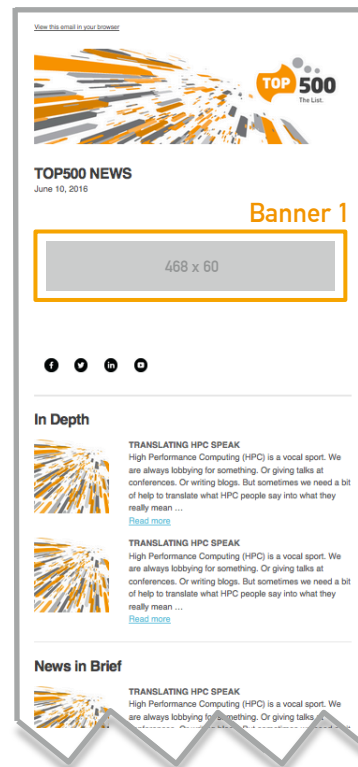
1 exclusive spot per newsletter

Newsletter Banner 1: 468 x 60

1 exclusive spot per newsletter

Newsletter Banner 2: 180 x 150

2 spots per newsletter



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:

TOP500 newspaper – SC Edition

Our TOP500 News printed publication delivered at SC contains special event coverage, providing an opportunity for print advertising and messaging specifically targeted to conference attendees.

Special Edition TOP500 newsletters

TOP500 News provides special conference coverage, offering an opportunity to promote brand awareness during the closely watched list publications.

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

