

## Advertising on Planet Mainframe

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 in a mainframe blog.

Let us put your ad in front of up to 5,000 mainframe business and IT professionals in both private and government IT organizations on *Planet Mainframe*.



[www.planetmainframe.com](http://www.planetmainframe.com)

[info@planetmainframe.com](mailto:info@planetmainframe.com)

### Advertising rates for Planet Mainframe

We offer premium advertising rates through this website.

For advertising enquiries, please contact [info@planetmainframe.com](mailto:info@planetmainframe.com).

#### Rate table

Advert type	Dimensions (pixels)	Rate per Month
Leader board	650 x 88	\$ 700
Right side bar	300 x 260	\$ 550
Article top	740 x 100	One-time fee: \$ 200
Article bottom	740 x 100	One-time fee: \$ 200
Article sponsorship (top and bottom )	740 x 100	\$ 300

Notes:

1. Advertising is for mainframe-based products, solutions, services, etc.
2. Advertisement content is subject to the approval of *Planet Mainframe*.

### White paper listing

We also offer white paper listing through this website.

For listing enquiries, please contact [info@planetmainframe.com](mailto:info@planetmainframe.com).

#### Rate table

Document type	Placement	Rate
White paper	Standard	\$ 300 per month
White paper	Standard	\$ 2,500 per year
White paper	Premium	\$ 1,000 per month

Notes:

1. Standard placement permits a white paper listing to be placed in the side banner list, in a “newest first” arrangement.
2. Premium placement permits a white paper listing to stay in the high-visibility side banner list indefinitely (maximum two per customer).
3. List character limits: Title-50 characters (2 lines max), Company name-25 characters.
4. White paper listings are for mainframe-based products, solutions, services, etc. Listing content (and link targets) are subject to the approval of *Planet Mainframe*.