About Connect Converge

Connect Converge is Connect’s quarterly digital publication for Hewlett Packard Enterprise technology customers, partners and HPE employees. Connect Converge averages 425k page-views from readers in 60 countries. Quarterly page page views average 106k per issue. This quarterly publication is media rich and filled with content covering HPE’s Enterprise solutions: Storage, Networking, Infrastructure Software, Cloud, Converged Systems and Security.
About Connect Converge

Connect Converge Readers

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Connect Converge Readers

85% Early Adopters/Innovators of New Technology

65% Purchase Direct From The Channel

35% Purchase Direct from Hewlett Packard Enterprise

65% Readers Are Customers/End Users of HPE Products and Services
Members

- Executive Management: 20%
- IT Director/Manager: 16%
- Administrator/Engineer: 22%
- Developer/Analyst/Programmer: 16%
- Consultant/IT Professional: 19%
- Architect: 7%
2019 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
- Netherlands
- Germany
- Australia
- United Kingdom
- Canada
- Sweden
- Europe
- Austria
- India
- Mexico
- Belgium
- Singapore
- Italy
- South Africa
- New Zealand
- Slovenia
- Spain
- Switzerland
- Denmark
- France
- Finland
- Portugal
- Slovakia
- Brazil
- Norway
- Czech Republic
- Poland
- Japan
- Costa Rica
- Iceland
- Greece
- Egypt
- Yemen
- Kenya
- Indonesia
- Bolivia
## Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>Enterprise Storage</td>
</tr>
<tr>
<td>Summer</td>
<td>Hybrid IT/ Infrastructure Management</td>
</tr>
<tr>
<td>Fall</td>
<td>Protecting the Enterprise</td>
</tr>
<tr>
<td>Winter</td>
<td>Best of 2020- The Year in Review</td>
</tr>
</tbody>
</table>
### Advertising Rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size (W x H)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lg Banner</td>
<td>728 x 600 px</td>
<td>$2225</td>
<td>$2090</td>
<td>$1890</td>
<td>$1750</td>
<td>$1610</td>
</tr>
<tr>
<td>Med Banner</td>
<td>728 x 300 px</td>
<td>$780</td>
<td>$660</td>
<td>$550</td>
<td>$485</td>
<td>$425</td>
</tr>
<tr>
<td>Lg Sticky</td>
<td>300 x 600 px</td>
<td>$2225</td>
<td>$2090</td>
<td>$1890</td>
<td>$1750</td>
<td>$1610</td>
</tr>
<tr>
<td>Med Sticky</td>
<td>300 x 300 px</td>
<td>$1820</td>
<td>$1745</td>
<td>$1675</td>
<td>$1605</td>
<td>$1540</td>
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</table>

### Multimedia Rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size (W x H)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Ad</td>
<td>1080p +</td>
<td>$1500 per insertion</td>
</tr>
<tr>
<td>Corner Peel</td>
<td>1080p +</td>
<td>$1500 per insertion</td>
</tr>
</tbody>
</table>

### Run on Site Banner Ad Connect Worldwide Website

<table>
<thead>
<tr>
<th>Connect Website</th>
<th>Size (W x H)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner Homepage</td>
<td>970 x 250 px</td>
<td>$1,500</td>
</tr>
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</table>
### Ad Dimensions

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size (W x H)</th>
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</thead>
<tbody>
<tr>
<td>Lg Banner</td>
<td>728 x 600</td>
</tr>
<tr>
<td>Med Banner</td>
<td>728 x 300 px</td>
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<tr>
<td>Lg Sticky</td>
<td>300 x 600 px</td>
</tr>
<tr>
<td>Med Sticky</td>
<td>300 x 300 px</td>
</tr>
<tr>
<td>Multimedia</td>
<td>1080p +</td>
</tr>
<tr>
<td>Corner Peel</td>
<td>1080p +</td>
</tr>
</tbody>
</table>

* The Connection publication will have a similar yet unique look and feel to Connect Converge.
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 jclark@connect-community.org
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
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.

The Publisher is not responsible for content of artwork.