About Connect Converge

Connect Converge is Connect's quarterly digital publication for HP enterprise technology customers. In its first two years, Connect Converge digital publications had over 450,000 pageviews from readers in 60 countries. This quarterly publication is media rich and filled with content covering HP's Enterprise Servers, Storage and Networking product line. In addition, each issue will profile members of the Connect community and how they are using HP's technologies to meet business objectives.

For more information on:

Content submission and editorial guidelines, contact Stacie Neall at
editor@connect-community.org

Advertising and multi-media options, contact
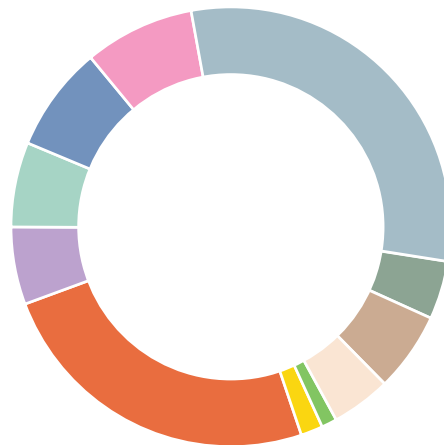contact sales@connect-community.org

Connect Converge - 2015

Converge Rates 2015

Total Membership by Title:

- Consultant
- CXO
- Director
- Manager
- Sales/Mkt
- Student

- SW Engineer
- SW Developer
- Systems Analyst
- Systems Engineer
- VP

2014 Statistics:

- 4 issues
- 325,000 page views
- 90% of the views were from a desk/laptop and 10% from mobile devices.
- Top Referral Sites: Connect, Facebook and HP
- Over 500 hrs in lead time

Viewers came from the following countries in order of number of pageviews:

US United States	BE Belgium	PT Portugal	YE Yemen
NL Netherlands	SG Singapore	SK Slovakia	KE Kenya
DE Germany	IT Italy	BR Brazil	ID Indonesia
AU Australia	ZA South Africa	NO Norway	BO Bolivia
GB United Kingdom	NZ New Zealand	CZ Czech Republic	
CA Canada	SI Slovenia	PL Poland	
SE Sweden	ES Spain	JP Japan	
EU Europe	CH Switzerland	CR Costa Rica	
AT Austria	DK Denmark	IS Iceland	
IN India	FR France	GR Greece	
MX Mexico	FI Finland	EG Egypt	

Converge Rates 2015

Circulation

In 2014 Connect Converge reached 325,000 HP enterprise technology users. Advertisers can receive metrics on downloads, hits, click-throughs, and overall reader viewing habits. The technology used, allows the reader to also download a .pdf version of the publication in its entirety adding to its shelf-life. Connect anticipates the circulation to grow exponentially based on content and ease of distribution/sharing.

Editorial Calendar

Spring	Big Data	*(March 5th)*
Summer	Converged Systems	*(June 5)*
Fall	Security/Business Continuity	*(Sept 5)*
Winter	Best Of 2015	*(Nov 25)*

Converge Rates – 2015

Unit	1x (includes general live link)	4x (includes general live link)
Full Page	$1075	$975
Half Page	$975	$875
Quarter Page	$875	$775

Ad Page Dimensions

Space	Width	Length
Full Page	8.5″	11″
1/2 Page Horizontal	8″	5″
1/2 Page Vertical	4″	10″
1/4 page Horizontal	4″	5″

File Formats

Preferred Image Formats:	Preferred Video Formats
.eps	.mov
.tif	.fla
.ai	.swf
high res .jpg	
high res .pdf	

Materials Submission Deadlines

Issue	Materials Due
Spring	March 5
Summer	June 5
Fall	September 5
Winter	November 25

Converge Rates 2015

Digital Edition Enhanced Media Features

Advertisers can add video, audio, and other custom elements to generate a more powerful message. All rates are net (pricing is subject to change).

Horizontal Feed

A scrolling band of text typically placed at the bottom or top of ad.

* **Fee:** $250 per insertion

Flag pages / tabs

A series of clickable tabs at the top of the screen under the navigation bar highlights (or "flags") print ad pages.

* **Fee:** $200 per tab

Multimedia

Enhances any designed-for-print page. In some cases, video is a doorway to social media or e-commerce sites which makes it not only eye-catching, but engaging and lucrative.

- video overlays (appear "over" the print ad)
- video file (embedded within the print ad)
- slideshow (click per slide or autoplay, can also contain audio)
- flash overlay (appears "over" the print ad)
- Animated .GIF

When a reader views a page with multimedia, the multimedia will automatically play in a display that overlays the digital page. A close button and control bar are incorporated into each supplied video. The control bar containing play and volume buttons, as well as progress bar, will fade away after a short period and can be recalled by moving the mouse into the multimedia area.

* **Fee:** $250 per element

AD Feature Examples   CLICK HERE

Converge Rates 2015

Terms and Conditions

Connect Converge 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. Two-color advertisements must conform to preselected PMS colors.

Outstanding Balances

Connect Worldwide member companies with outstanding balances of any kind will not be permitted to advertise in The Connection, Connect Worldwide sponsored advertising, or at Connect Worldwide sponsored events until the balance has been paid. Connect Worldwide reserves the right to change from terms to prepay should member company show a pattern of maintaining past due balances. For questions regarding account status, please contact sales@connect-community.org or 800.807.7560 Ext 4.

Submission Guidelines

Technical Articles

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 straight product endorsement.

Articles can include case studies and user experiences with processes, problems or products. When referencing products used, authors should include, when possible, as many equivalent product options as possible. The editors reserve the right to edit articles to suit publication.

Articles should range from 1,500 to 1,800 words (space permitting). Articles should be submitted in Microsoft Word format. Illustrations should be saved as a .jpeg and be appropriate to the article's content. Please supply an original version of all graphics so that they are not embedded within the actual article document.

Bylines

1. Name, Title, Company, Location (City, State/ Province, Country)

2. 50-word biography including information about your HP business technology experience or related experience

3. Contact information including phone and fax numbers, e-mail address, mailing address.

Contact info:
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