

CloudTimes

CLOUDTIMES.ORG MEDIA KIT

CloudTimes is the premier source for thought leadership and latest news
on Cloud Computing.



ABOUT CLOUDTIMES

Cloud Computing is the top technology trend which is changing IT business models, infrastructure and operations, according to Gartner, Inc. Cloud Computing transforms how IT is managed, purchased and deployed; how companies plan and how they are charged. As a result, Cloud Computing is creating a new wave of competition among IT vendors that will result in considerable market disruption and consolidation over the next few years.

CloudTimes was founded in 2009 to help educate the industry and to popularize new concepts and ideas in the Cloud Computing market. Over time, it has become the ultimate resource for helping IT organizations understand this emerging market.

The Website has become a voice of confidence for many decision makers in the industries. It provides a one-stop shop of information and news as well as advice taken from team consisting of some of the leading bloggers and authors in the industry.

As an example, this site covers information related to the following topics:

- SaaS, Software-as-a-Service
- PaaS, Platform-as-a-Service
- IaaS, Infrastructure-as-a-Service
- Private, public and hybrid Cloud
- Big Data
- Cloud Marketing
- Cloud Security
- Cloud Storage
- Customer Relationship Management (CRM)
- Enterprise Resource Planning (ERP)
- Enterprise Marketing
- Government IT
- Green IT
- Mobile Cloud
- Virtualization
- And more...

DEFINITION CLOUD COMPUTING

According to the National Institute of Standards and Technology (NIST), Cloud Computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.

For the technology vendor and consulting community, *CloudTimes* is a potent vehicle for reaching discerning buyers of hardware, software and services in the Cloud and virtualization marketplace. The Website provides information to help corporations make crucial decisions about their infrastructure, their hardware and software selections, migration, disaster recovery planning, storage, security, application delivery, management and training while leveraging Cloud Computing.

By integrating banners into your marketing or lead-generation campaigns with *CloudTimes*, you extend your brand awareness to a highly targeted audience of Cloud Computing enthusiasts, enterprise IT professionals and corporate decision makers.

WHO SHOULD ADVERTISE WITH US?

- Software and hardware companies, which leverage the Cloud
- Storage solution provider
- Virtualization services organizations
- System Integrators and resellers
- Private Cloud hosting providers
- Cloud security solution providers
- Public and Private Cloud software vendors
- CRM and ERP solution and service providers
- Companies with a specific interest in the Cloud community

AVERAGE QUARTERLY TRAFFIC HIGHLIGHTS: (9/1/2011 through 11/30/2011)	
Q4/11 Average Page Views	75,000
Q4/11 Average Unique Visitors	55,500

CLOUDTIMES WEBSITE SPONSORSHIP

CloudTimes has launched four premium sponsorship ad units, served on top and in the right sidebar area of every page at <http://cloudtimes.org/> (except the externally hosted Research and App Store sections).

Sponsorships are important to *CloudTimes* and we look for companies, products and services that we feel would be relevant to our targeted and influential audience. All advertisements are subject to approval and availability. These ads are priced on a monthly basis for a reserved slot in the selected ad location.

BANNER MEDIA FORMATS

Banner ads should be in GIF, JPEG, or PNG format. Animated advertisements should not loop more than 3 times. A URL must be supplied along with your banner graphic at the time of submission.

BANNER ADVERTISING RATES

Banner Units 1, 2 and 4:

There are three banner ad sizes for sale:

Banner unit 1: pixel size of 728w x 90h, which is centered on top of the page.

The screenshot shows the top portion of the CloudTimes website. A red oval highlights a banner advertisement at the top center. The banner is for an IDC report titled "Business Process Platforms Vendor Analysis 2011" by CORDYS, with a "Download Report" button. Below the banner is the CloudTimes logo and a navigation menu with links for HOME, ANSWERS, EVENTS, GLOSSARY, RESEARCH, and CONTACT. The main content area is divided into several sections: a featured article titled "CES: Tech Startups are Stealing the Show", a "Subscribe to our free newsletter!" section, a "White Papers" section, and an "Ask a Question" section. A red oval also highlights a search bar in the top right corner.

Ad Unit 1

Banner unit 2: pixel size of 300w x 250h, primary position in the sidebar.

Banner unit 4: pixel size of 300w x 250h, secondary position in the sidebar.

Ad Unit 2

Piston Cloud Releases OpenStack Operating System pentOS

by Martin Tantow on January 19, 2012 · 0 Comments and 9 Reactions [Edit]



OpenStack OS developer **Piston Cloud Computing** announced on Wednesday that it has launched its Piston Enterprise operating system, pentOS, to the general public.

OpenStack is the fastest-growing open source project in the world, with over 2,321 contributors and 147 participating companies including Rackspace, NASA, Citrix, Intel, Cisco, AT&T, Arista Networks, Microsoft and Dell.

OpenStack [...]

Continue Reading →

Cloud Computing Implementation in Healthcare – Survey

by CloudTimes on January 19, 2012 · 0 Comments and 3 Reactions [Edit]



KLAS recently conducted a survey of small clinics and hospitals and surprisingly found that 55% are already using cloud-based apps. It was from their storage, clinical applications, e-mail, communication systems and file or picture archiving. About 25% of the respondents said that they are already using remotely accessed health records.

58% of the respondents [...]

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CloudTimes Joins Cloud Expo in New York as Media Sponsor

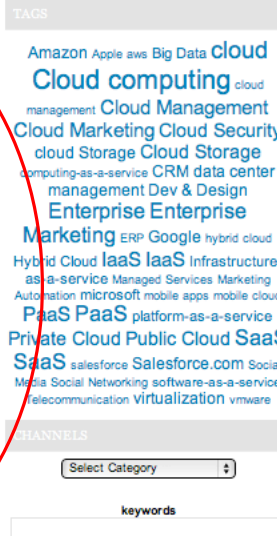
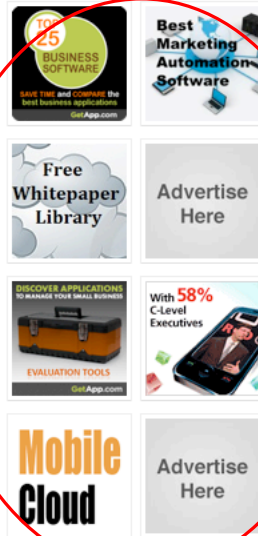
by Martin Tantow on January 18, 2012 · 0 Comments and 8 Reactions [Edit]



CloudTimes is proud to announce the sponsorship of the upcoming **Cloud Expo in New York** in June 2012.

Globally, cloud computing is on course to become \$120BN market.

The surest way to get yourself and your company



Ad Unit 3



Sweden's mobile and telecommunications leaders showcase the latest in mobile data, wireless connectivity, user experience and rich content at Mobile World Congress 2012

The Swedish Pavilion (Hall 2, stand 2F13) brings together cutting-edge technology solutions and innovative companies from Sweden at the Mobile

World Congress, February 27 to March 1, 2012 in [...]

Continue Reading →

Augmented Reality will be a Major Topic at MWC 2012

by Martin Tantow on January 16, 2012 · 0 Comments and 15 Reactions

[Edit]



Ad Unit 4

Banner Unit 3:

There is one square banner ad size for sale – pixel size of 125w x 125h per unit. Six to eight banner units are available.

Advertisements would preferably have the company or product logo. The ad should link back to the Web page specified by the company, and include some type of source tag to identify traffic coming from *CloudTimes*. *CloudTimes* can

provide click-through traffic information optionally. We do not guarantee traffic, click-through rates, actions, impressions, etc.

NEWSLETTER SPONSORSHIP

CloudTimes offers the unique opportunity to sponsor its weekly newsletter. The newsletter is sent out each Monday 4am EST to all subscribers. The current number of subscribers changes and is currently around 25,000 (as of January 2012). All subscribers have voluntarily opted-in specifically to receive this newsletter. There is no spamming of unsolicited users. CloudTimes uses Constant Contact, one of the leading email marketing tools to manage its newsletter. The newsletter is promoted on social media sites like Twitter, Facebook etc

There is one banner ad size for sale – pixel size of 600w x 160h (or smaller). Further sponsorship opportunities on request.

2012 PRICING				
AD UNIT # and PIXEL SIZE OF AD	#1 728x90	#2 300x250	#3 125x125	#4 300x250
MONTHLY PRICE	\$900/month	\$750/month	\$250/month	\$450/month
MONTHLY PRICE (incl. newsletter sponsorship)	\$1,300/month	\$1,200/month	\$750/month	\$950/month

There is a minimum starting term of two months, followed by a month-to-month plan where either party may terminate the relationship with 30 days notice. The current pricing can be locked in to secure a longer term sponsorship of 6 months or 1 year. Prices are subject to change with 30 days notice.

Please contact us at ads@cloudtimes.org to reserve your banner ad or sponsorship opportunity.

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