CloudTimes

CLOUDTIMES.ORG MEDIA KIT

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

December 2012

ABOUT CLOUDTIMES

Cloud Computing is the top technology trend which is changing IT business models, infrastructure and operations, according to Gartner. 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 by Martin Tantow 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.

CloudTimes 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…

WHY CLOUDTIMES

For the technology vendors 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 *CloudTimes* into your marketing plan, 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 & hosting 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
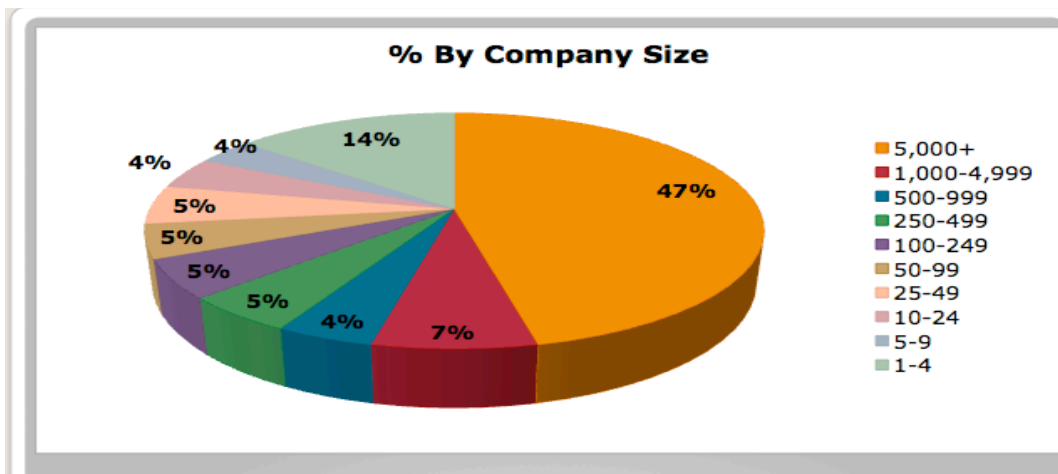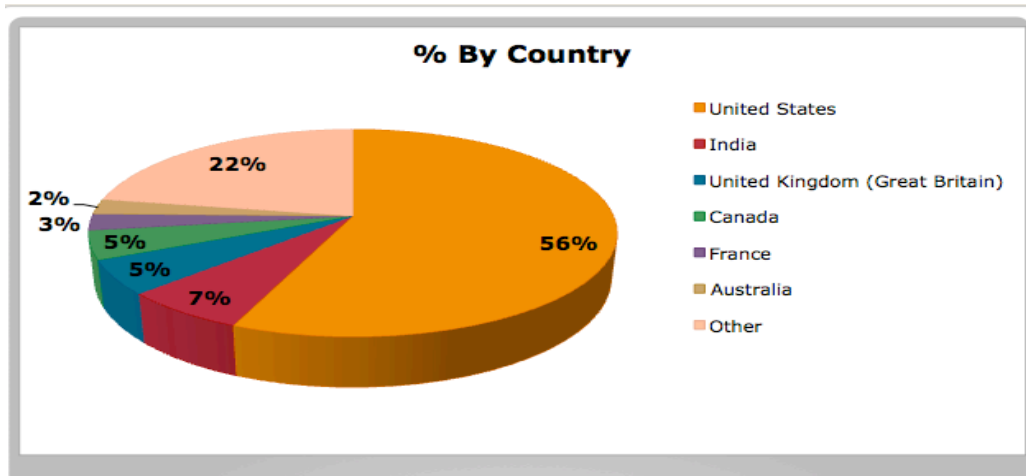- Companies with a specific interest in the Cloud community

MONTHLY WEBSITE STATS
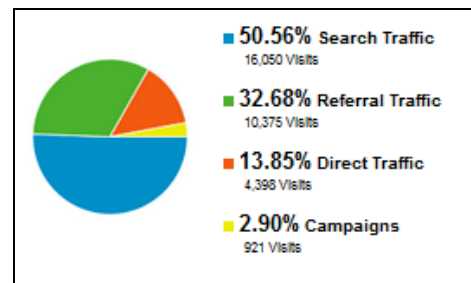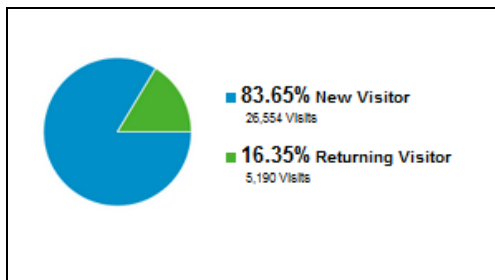
MONTHLY TRAFFIC HIGHLIGHTS:		
September 2012	Total Page Impressions ……………………………	128,000
October 2012	Total Page Impressions …………………………	157,000
November 2012	Total Page Impressions …………………………	185,000

Sources: Google Analytics, WP AdRotate Plugin

AUDIENCE STATS

% By Country

- United States — 56%
- India — 7%
- United Kingdom (Great Britain) — 5%
- Canada — 5%
- France — 3%
- Australia — 2%
- Other — 22%

% By Company Size

- 5,000+ — 47%
- 1,000-4,999 — 7%
- 500-999 — 4%
- 250-499 — 5%
- 100-249 — 5%
- 50-99 — 5%
- 25-49 — 5%
- 10-24 — 4%
- 5-9 — 4%
- 1-4 — 14%

% by Title

Title	%
Webmaster/SEO Professional	1%
Non-IT Engineer	1%
Technology Engineer	3%
Development Project Management	4%
Marketing Manager/Professional	5%
Networking/Systems Administrator	5%
Software Engineer/Developer	6%
Systems Analyst	6%
Sales/Business Development	6%
Senior Management (SVP/GM/Director)	7%
Database Administrator	7%
Other IS/IT Technology Professional	8%
CIO/CTO/CSO	8%
Executive Management (Chairman/CEO/CFO)	9%
IT Department Manager	12%
Technology Director	13%

Sources: Google Analytics, Madison Logic, CloudTimes estimations

CAMPAIGN PRICING ON CLOUDTIMES

2013 PRICING (11/28/12)			
CAMPAIGN MODULE	**CPM**	**MONTHLY PRICE**	**PER ITEM**
Leaderboard (728x90)	$20		
IMU1 (300x250)	$15		
Box Units (125x125)		$350	
IMU2 (300x250)	$7		
Newsletter Sponsorship (weekly insertion, 4 editions)		$900	
Solution Center – Microsite		$1,250	
Guest article			$450
Lead Generation (per lead)			$30 ($10 for each additional filter)
Social Media Advertising		included	
RSS/XML Feeds		included	

Advertising Terms:

a) Prices are subject to change with 30 days notice.
b) **The minimum spent per insertion order is $1,000.**
c) Guest articles and Newsletter Sponsorship can only be booked in combination with a banner ad (leaderboard, IMUs or box units).

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

BANNER ADVERTISING

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

IMUs: pixel size of 300w x 250h, primary and secondary position in the sidebar
Box Units: pixel size of 125w x 125h per unit, six to eight banner units are available.

The Leaderboard and IMUs are served on a **cost per mille (CPM)** basis (cost per thousand impressions). The box units are charged on a **monthly basis** and are served 100% share of voice (SOV) on applicable pages.

Ad Specifications
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.

The banner ads 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.

NEWSLETTER SPONSORSHIP

CloudTimes offers the unique opportunity to sponsor its weekly newsletter. The newsletter is sent out each Monday morning PST to all subscribers. The number of subscribers grows each week and is currently around 19,000 (as of November 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, LinkedIn etc. There may be between one and three sponsors per newsletter.

The pixel size of the horizontal banner is 600w x 160h or 468w x 60h. Only images, no JavaScript allowed.

NEWSLETTER BANNER AD – EXAMPLE

SOLUTION CENTER – MICROSITE

CloudTimes offers its advertisers a dedicated microsite which may include CloudTimes editorial, client content and banners, and any tools provided by the advertiser.

The microsite content and code will be provided by the advertiser. CloudTimes is not responsible for its content. Professional developers and designers are available for fine-tuning of content and code (not included in pricing and charged hourly).

An example can be seen here: http://cloudtimes.org/top100/amazon-web-services/

Solution Center Assets

Examples of assets to be featured within solution center:
- Webcasts
- Case Studies
- White Papers
- Links to Videos
- CloudTimes editorial content

LEAD GENERATION

CloudTimes serves ads on its site, which lead to dedicated registration pages (lead generation). Assets used for lead generation generally include white papers, webinars or similar promotional material. Interested visitors will have to provide their work contact details, like work email, name, title, company etc. to download the requested material. CloudTimes collects this data and does a thorough clean-up (dedupe, bogus leads etc…) before sending it to the client.

Assets are promoted throughout the website, but mainly on CloudTimes' Research site: http://research.cloudtimes.org/ and on the right sidebar unit. Ads may also appear in the newsletter and in articles.

There is a minimum request of 30 leads per campaign. Filters can be based on geography, company size, and title.

LEAD GENERATION PROMOTION - EXAMPLES
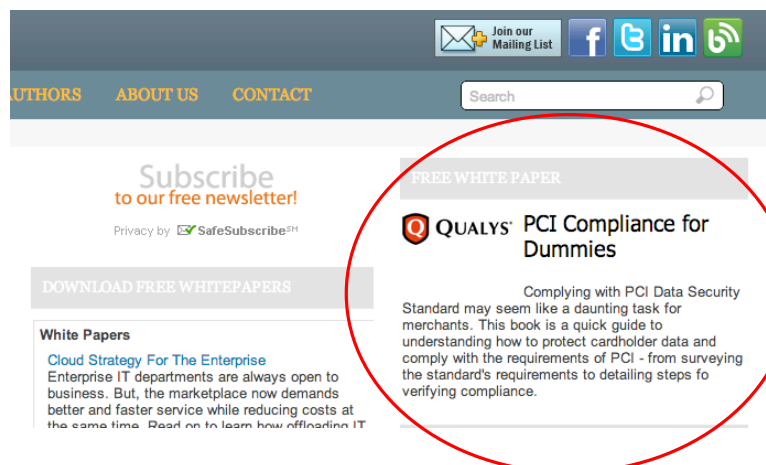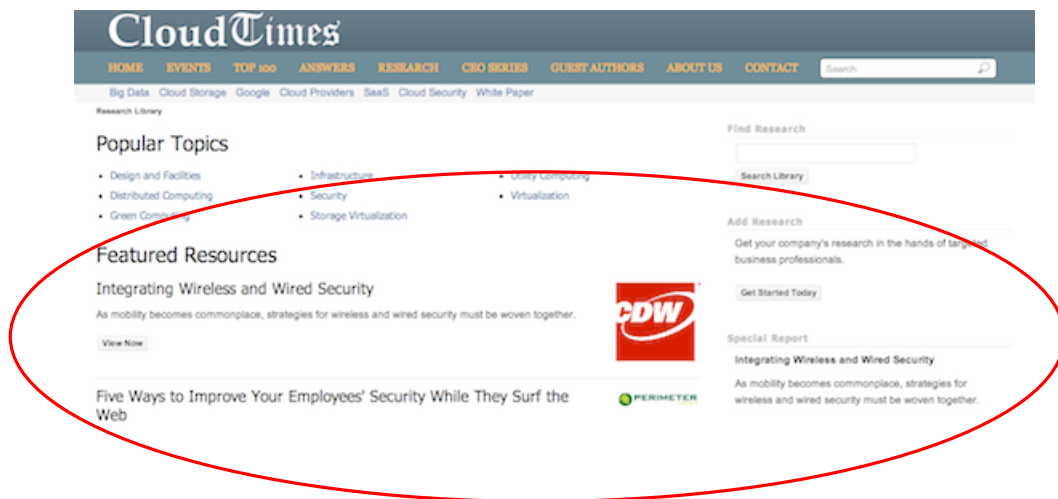
White paper promotion in sidebar (high visibility)

GUEST ARTICLES

CloudTimes publishes guest posts for selected clients. Guest posts are not purely intended to promote a product or service, rather discuss a critical industry problem and may provide the client's product or service as a solution. See examples here: http://cloudtimes.org/author/guest/. **Guest posts are written exclusively by the client for CloudTimes** and cannot be published anywhere else. The client can define the exact time of publishing (24h notice). Additional images (max. 3) and links (max. 3 to client's page) are allowed. The client logo and the author with headshot and mini-bio will be featured on the article. Guest articles will also be listed here: http://cloudtimes.org/guest-authors/

Guest articles should be sent in Word doc or text format. They will be published exactly as provided in the source document and cannot be changed after publishing.

The minimum length of a guest article is 500 words. It might make sense to send us an abstract or bullet points **before** the full article is written. This gives us a chance to provide feedback and get a pre-approval.

GUEST ARTICLE - EXAMPLE

SOCIAL MEDIA ADVERTISING

CloudTimes uses several social media tools actively to promote its content. The client's articles, newsletter mention etc. will be pushed to the following social media sites:

- **Twitter: https://twitter.com/cloudtimesorg**
- **Facebook: http://www.facebook.com/CloudTimes**
- **LinkedIn: http://www.linkedin.com/groups/Cloud-Computing-Executives-3697357**

RSS/XML FEEDS

CloudTimes is using RSS/XML feeds to promote its content. The client articles will be included in these feeds.

CloudTimes uses Google Feedburner to syndicate its feeds:
http://feeds.feedburner.com/cloudtimes