

CONNECT CONVERGE

Your Independent Hewlett Packard Enterprise Technology User Community

CONNECT *Rate Card 2022*

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A COUNTY GOVERNMENT MEETS ITS HARDEST TEST: COVID-19

5 ways to power your business with HPE GreenLake

HPE's building block for digital transformation

Mac Avancena
Chief Information Technology Officer
Harris County

Q2 SPRING 2021

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Why should you care about Unified DataOps

Tom Black talks to Calvin Zito about the new data vision

USING DATA TO CREATE A SAFER CITY

Tom Black
ITP and General Manager
HPE Storage

HPE Discover 2021
REGISTER TODAY!

Q2 SUMMER 2021

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Securing the edge is no longer enough

SPIFFE can protect your infrastructure


Mapping HPE's Zero Trust Efforts to the Current Cyber Threat Landscape

A Cybersecurity Sit-Down
with Fortinet, FBI Computer Scientist James Morrison

Phil Vachon
General Security Director
Manufacturing Program Manager
Office of the CTO, Bloomberg

Q2 FALL 2021

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Maximize your cloud experience everywhere

The Year in Review Around the Storage Block

Getting the most from your data-driven transformation

Alexey Gerasimov
Vice President, Global Data Strategy
HPE GreenLake for Business

Q2 WINTER 2021

The Best of HPE 2021

About Connect Converge

Connect Converge Readers

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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 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.

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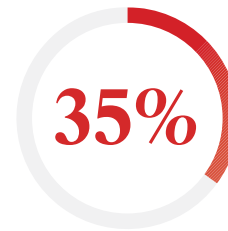
Connect Converge Readers



Early Adopters/
Innovators of New
Technology



Purchase Direct From
The Channel



Purchase Direct from
Hewlett Packard
Enterprise



Readers Are
Customers/End Users
of HPE Products and
Services

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Members

Executive Management	20%
IT Director/Manager.....	16%
Administrator/Engineer.....	22%
Developer/Analyst/Programmer ...	16%
Consultant/IT Professional	19%
Architect	7%

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2021 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	Singapore	Czech Republic
Netherlands	Italy	Poland
Germany	South Africa	Japan
Australia	New Zealand	Costa Rica
United Kingdom	Slovenia	Iceland
Canada	Spain	Greece
Sweden	Switzerland	Egypt
Europe	Denmark	Yemen
Austria	France	Kenya
India	Finland	Indonesia
Mexico	Portugal	Bolivia
Belgium	Slovakia	
	Brazil	
	Norway	

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Editorial Calendar 2022

Issue		Materials Due
Spring	Enterprise Storage	March 7
Summer	Hybrid IT/ Infrastructure Management	June 6
Fall	Protecting the Enterprise	September 5
Winter	Best of 2020- The Year in Review	November 7

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Advertising Rates

Placement	Size (W x H)	1x	3x	6x	12x	24x
Lg Banner	728 x 600 px	\$2225	\$2090	\$1890	\$1750	\$1610
Med Banner	728 x 300 px	\$780	\$660	\$550	\$485	\$425
Lg Sticky	300 x 600 px	\$2225	\$2090	\$1890	\$1750	\$1610
Med Sticky	300 x 300 px	\$1820	\$1745	\$1675	\$1605	\$1540

Multimedia Rates

Placement	Size (W x H)	
Video Ad	1080p +	\$1500 per insertion
Corner Peel	1080p +	

Run on Site Banner Ad Connect Worldwide Website

Connect Website	Size (W x H)	1X
Rotating Banner Homepage	1075 x 276 px	\$1,500

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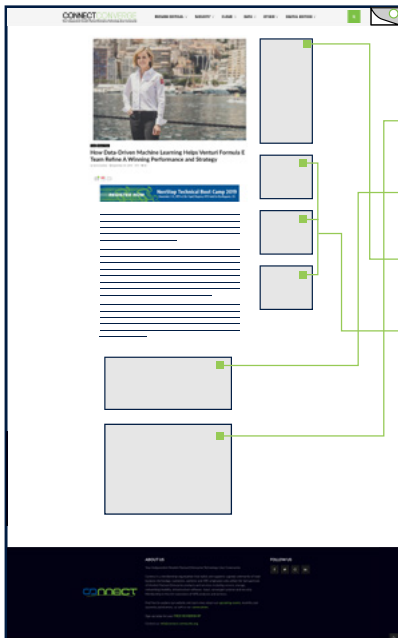
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Ad Dimensions



Placement	Size (W x H)
Lg Banner	728 x 600
Med Banner	728 x 300 px
Lg Sticky	300 x 600 px
Med Sticky	300 x 300 px
Multimedia	1080p +
Corner Peel	1080p +

* The Connection publication will have a similar yet unique look and feel to Connect Converge.

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Mechanical Specs **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

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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

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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.