

[SUPERCOMPUTING ONLINE MEDIA KIT](#)

Written by advertise

Saturday, 03 January 2009 19:04

[0 Comments and 0 Reactions](#)

SupercomputingOnline.com, LLC (SC Online) is all about action. And so is the SC Online user. They're active players in the rapidly evolving high-performance computing, networking, storage and communications markets. They're responsible for making purchasing, strategic and managerial decisions in the course of spurring their technological initiatives and growing their businesses. They look to SC Online for the relevant news, analysis, discussion and insight they need on the day's events and how they affect the marketplace.

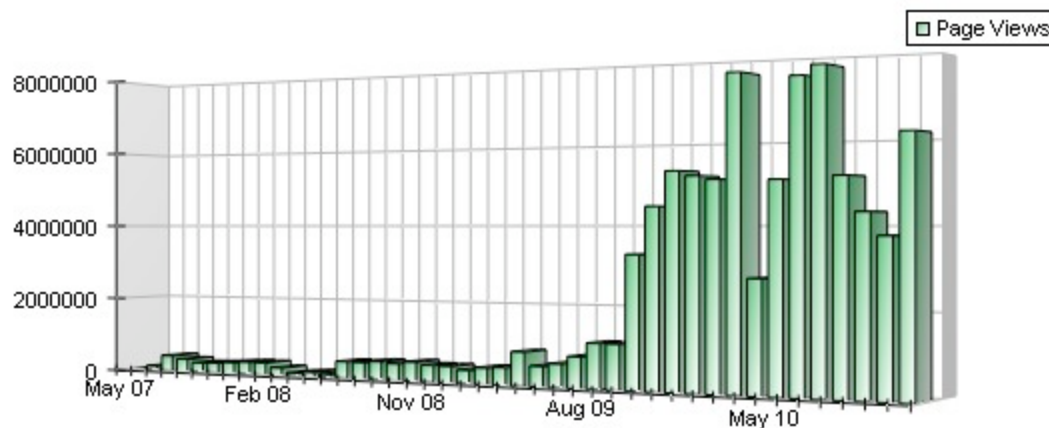
On May 25, 2001, SC Online started covering the supercomputing field. Since then, the publication has come to be known as today's most popular Web site about supercomputers. SC Online helps more than two hundred thousand professionals who build and manage the inspiration, innovation and discovery powered by supercomputing.

What is supercomputing? Supercomputing is the technology that is used to provide solutions to problems that require significant computational power or need to process very large amounts of data quickly. Supercomputing accelerates the production of research results of benefit to our industries, the economy and society in general.

Today, supercomputing is used for innovations such as: advances in medicine for cancer research, improvements in homeland defense, financial services for investment risk analysis, for energy in oil exploration, manufacturing for complex mechanical design, weather forecasting, exploring the cosmos, and entertainment for creating artful digital characters.

Unmatched in its depth of analysis and predictive power, SC Online links the people and ideas that are shaping the future of supercomputing. We're building a loyal following by working hard to bridge the gap between the community that fully understands the unprecedented value of supercomputing, and those technology customers who may not be sure yet. We want to help dispel the myths about supercomputing while driving home the compelling fact that these unique problem solving systems are quickly becoming the new engine of business.

We're offering advertisers the ability to reach the largest audience of supercomputing professionals. In 2010, SC Online had sixty million page-views, thereby increasing its reach by two hundred percent over last year. This growth in reach illustrates how users are becoming increasingly engaged with the services our dynamic site offers.



The great strength of SC Online high-performance advertising is its ability to accurately measure the return on investment. **Advertisers have access to statistical reports via client login.** This feedback technology enables savvy marketing professionals to produce measurable, real-time results. No competing site offers this service to advertisers. This insight into customers' motivations could never previously be measured so finitely.

Our exclusive online community has over 200,000 unique monthly users, resulting in massive amounts of data. They're at more than 25,000 organizations worldwide including: NERSC, NASA, DOE, NSF, NCAR, US Army, UK Met Office, Cal Tech CACR, BASF Corporation, Agilent Technologies, Credit Suisse First Boston, Bank of America, Motorola, Boeing, Eli Lilly, Pfizer, Verizon, Unilever, Ford, Volkswagen, DaimlerChrysler, Petrobras in Brazil, BioInformatics Institute, National Cancer Institute, Naval Research Laboratory, Lawrence Livermore National Laboratory, Maui High Performance Computing Center, Infobiogen in France, Kyoto University in Japan, Royal Institute of Technology in Sweden, Wyeth, Merck, McKinsey & Company, Mayo Clinic, Cornell Theory Center, Pittsburgh Supercomputing Center, Oak Ridge National Lab, San Diego Supercomputer Center, Albuquerque High Performance Computing Center, IBM, Cray, Intel, Los Alamos National Laboratory, Ohio Supercomputer Center, ARSC, Sandia National Labs, Johnson & Johnson, and JP Morgan.

SC Online advertising is the best way for smart marketers to reach the most influential audiences. A supercomputing technology sale is complex. Please note the power of advertising to our targeted audience of decision makers and key professionals worldwide who influence buying decisions. Media consumption by business decision makers is shifting to the Internet at the expense of other media like print. It's noteworthy that their usage is concentrated during the daytime, while they're at work. The time that HPC professionals spend online far exceeds the time they spend with any other medium. In fact, many user organizations utilize a Web browser interface as a port of entry to HPC resources. This lets users submit and control jobs, monitor job progress, access user-generated data and visit Supercomputing Online - all via the Web.

"Don't believe I ever thanked you for sending me the link and access to your readership stats. Very cool the way those figures are sliced and diced. I found it interesting and instructive. Thank you." -- Donald B. Johnston, Lawrence Livermore National Laboratory

"Supercomputing Online is a welcome addition to the world of HPC (High Performance Computing), where up-to-date information is critical," said Horst Simon, Director of NERSC (National Energy Research Scientific Computing) Division located at Lawrence Berkeley National Laboratory. "In HPC, if you're standing still, you're falling behind. Supercomputing Online is one of the leading sources of information for us, providing the latest news and a critical perspective. Their coverage is solid, accurate, up to the minute and easily

accessible. Supercomputing Online is everything you could want in a news source covering this fast-moving arena."

ADVERTISING RATE CARD

Front Page Banner - This unique advertising opportunity allows you to take advantage of premium advertising positions. Hot linked banners rotate at the top, bottom and right-hand sidebar of each page of the site, email-newsletter and mobile version.

RATE: \$3 CPM net/month (\$3 per month for 1000 impressions).

DELIVERY GUARANTEE All Supercomputing Online schedules are 100% guaranteed based on traffic. In the event of a shortfall, we will deliver make-good impressions during or immediately following the flight. The reporting contact will be supplied with a username, password and URL to view and retrieve reports online.

Our advertising is sold on a subscription basis and is billed monthly through a recurring paypal payment, set up at the time of your initial purchase. You may cancel this subscription at anytime by visiting your paypal account and selecting "Cancel Subscription." There will be a 24-48 hour delay to complete removal of your listing or banner. Cancellation will insure you are no longer charged but will not issue a refund for the month you are canceling unless you cancel at least 24 hours before payment recurs. Please act accordingly.

ADDITIONAL DISCOUNTS

- 1. Frequent Supercomputing Online Advertiser Discounts - Advertisers who reach designated spending level through any combinations of products will qualify for the following discounts:

Advertising Program Discount

| | |
|----------|-----|
| \$9,000 | 5% |
| \$19,000 | 10% |

\$28,000

15%

2. Advertisers who commit to an advertising schedule for one year will qualify for 10% discount in the first quarter of their buy.

ADVERTISING FORMATS DUE DATES AND SPECIFICATIONS: Creative Components: 300x250 pixels; GIF or FLASH format; Animated: Yes; Loop Limit: 3; 120k maximum file size. Can use rich media, video, etc - animation unlimited, sound must be user-initiated. All creative must be received by 5pm PST 2 days prior to advertising run date (at the latest) to guarantee the ad will run. Insertion orders must be received 5 business days prior to flight date. Your impression buy is not guaranteed until an insertion order is received by Supercomputing Online. Supercomputing reserves the first right of refusal on all creative running. Advertisers can submit and upload their **ads** online, buy packages, start campaigns and run reports.

To advertise, please visit the Advertisers Menu in the right-hand side-bar or send an email to advertise@supercomputingonline.com .

Chris O'Neal, publisher and founder, has many years of professional experience in compute-intensive applications and advertising including advisoryworld.com, HPCwire, Y&R New York, and DDS New York. He received his Bachelor's degree from CU Boulder in MCDB and Economics.

Contact: chris.oneal@supercomputingonline.com

Tyler O'Neal, operations manager, is fully committed to the values and principals of Lean Six Sigma methodologies to streamline processes, improve performance, achieve strategic goals, impact cost savings and maximize profitability ("Create Flow and Eliminate Waste"). Contact: tyler.oneal@supercomputingonline.com

Kyle Perugini, account manager, is an experienced manager.

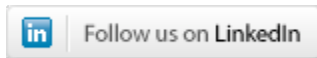
Contact: kyle@supercomputingonline.com

Saqib Kazmi, managing editor, is an experienced engineer.

Contact: saqib.kazmi@supercomputingonline.com.

Tim Little, High End Computing Market Services (HECMS) CEO, is the managing data collector and researcher.

Contact: LittleTK@Frontiernet.net or tim@supercomputingonline.com.



Headquarters: SuperComputingOnline.com, LLC, PO Box 39-8202, Miami Beach, FL 33239

Phone: +1.305.600.0378

SuperComputingOnline.com, LLC will endeavor to maintain the highest editorial and ethical standards.

Privacy Policy

Supercomputing Online takes your online privacy seriously and we are fully committed to ensuring that your privacy is respected and protected. Our Privacy Policy below outlines the type of information we may collect and/or request from you while you are using Supercomputing Online's web sites, as well as ways in which we process and, sometimes, disseminate information collected. You are, of course, free to use the majority of our site features without providing any personal information. This Privacy Policy covers all web sites and web pages owned, controlled and/or operated by Supercomputing Online, LLC.

Information We Collect and What We Do With It

Advertiser and Partner Links - Supercomputing Online contains links to advertiser and partner websites. We cannot be responsible for the privacy practices or the content of such non-Supercomputing Online websites, and we do not control the practices of any of our advertisers or partners to whom we are linked. In order to participate in certain partner and/or advertiser supplied services and tools you may be required to provide personally identifiable information to the advertisers and partners whose tools and services you have chosen to interact with. Each advertiser and partner may request different information from you. If you have additional questions about how one of our advertisers, partners or sponsors use information about you, we urge you to contact them directly.

Third Party Advertising Companies - Some of our advertising could in the future be served by third party advertising companies. In some cases these companies

deliver a cookie to you so the ads you see can be tracked and to ensure that you are not shown the same ad too many times. Supercomputing Online will not provide these third party advertising companies with any personally identifiable information. However, these companies may use non-personally identifiable information about your visits to Supercomputing Online and other sites in order to provide advertisements about goods and services of interest to you.

Membership Registration - Many areas of Supercomputing Online are reserved for Supercomputing Online members who have registered with us; for example, chats, message boards and access to special services. The personally identifiable information you provide during membership registration will not be given to third parties without your consent except in the limited circumstances described in the section of this Privacy Policy entitled "Information Sharing Policy". We send all new members a welcoming email to verify password and username and provide an overview of member benefits. Members may occasionally receive additional email from us. All emails will contain simple instructions on how to unsubscribe.

Edit Member Information - Supercomputing Online provides you with the ability to access, correct or change certain information in your member profile at any time, including contact information or other information you've provided to us. Please be advised that Supercomputing Online currently archives information it collects on its members and visitors.

Supercomputing Online does not sell or rent information about our customers. All information provided remains confidential. Examples of such information are: name, postal address, e-mail address, phone number, etc. Supercomputing Online only uses this personally identifying data to:

1. improve the content and design of the Supercomputing Online Web site
2. enable our audit bureau to verify our claims of traffic to the site
3. help advertisers and potential advertisers assess the suitability of the site for their ad campaigns

We will not disseminate this information to third parties. We maintain appropriate safeguards internally to ensure the security, integrity and privacy of your personal information within our company. Supercomputing Online may share non-personal aggregate, or summary, information regarding its customers with partners or other third parties, but Supercomputing Online does not sell or share any information at the individual customer level. As a customer, you'll occasionally receive e-mail updates about special offers, sales, new services,

and noteworthy news. We hope you'll find these updates interesting and informative. But if you'd rather not receive them, simply follow the instructions in the email to unsubscribe and you will be removed from our mailing list immediately.

Newsletters - Supercomputing Online will offer newsletters on a variety of topics. In order to receive these newsletters you must opt-in to receiving them. Supercomputing Online does not share mailing lists from its newsletters with third parties. Supercomputing Online may, however, provide third parties with a list of Supercomputing Online members and visitors who have opted-in to receiving additional information from third parties. In those instances where you opt-in to subscribe to a newsletter or special offers from a third-party email service or advertiser or partner, the email address information sometimes will be located on the third party's server. In those cases, any information you provide is subject to that entity's Privacy Policy, not this one. Some of our partners' and advertisers' sites require that you specifically opt-out from receiving their newsletters. As a result, to stop receiving them you will need to affirmatively opt-out from the third party newsletter.

Message Boards, Chat Rooms, Email Sent to Supercomputing Online, and Journals

Throughout Supercomputing Online various public forums such as chat rooms, message boards, and various question and answer areas are available to you as a Supercomputing Online visitor or member. Please remember that any information you disclose in these public forum areas becomes public information and is immediately accessible on Supercomputing Online, so it is important for you to exercise discretion and appropriate caution when deciding to reveal personal information in these areas.

Surveys and Polls - Our surveys ask for opinions on various issues and very often these surveys and polls may be sponsored by or associated with Supercomputing Online advertisers and partners. Occasionally, we may request demographic information (like zip code, age or gender). Most information obtained through surveys and polls is aggregated and used internally or shared with advertisers and partners only in the aggregated form. In the event personally identifiable information is requested as part of surveys or polls about any Supercomputing Online member or visitor, such personally identifiable information is never provided to third parties without your consent. In these instances you may expressly choose to receive information from a sponsor, in which case your information is provided to that sponsor only. Some survey answers may be added to your member portrait so that we can better provide

you with content, ads and offers that are most appropriate for you.

Email to a Friend/Recommend Us - Supercomputing Online offers the ability to forward an article to another person via email. If you use this service, we will use the recipient's email address in order to send the article and it will also ask for your email address. We do not use the recipient's email address for any other purpose unless such recipient gives us permission to do so.

Opt In/Opt Out Policy - Upon registration or from time-to-time, you may be asked to indicate whether you are interested in receiving Supercomputing Online newsletters, special offers from our partners, or news about our sites. If you do choose to receive these communications by means of an opt-in, we or our partners will occasionally send you an email message that matches your request(s). You may, of course, always choose not to receive any of this information from us. At any time, you can follow a link provided in every newsletter or email message to unsubscribe from that mailing list or email service.

IP Address - Your IP address is a number that is assigned by your ISP (Internet Service Provider) to your computer to identify its location. We use your IP address to help diagnose problems with our server and to administer our website.

Cookies - Our site uses a feature of your browser to set a "cookie" on your computer. Supercomputing Online can then read the cookies whenever you visit the Supercomputing Online website. We use cookies to save your ID and password so you don't have to re-enter them each time you visit our site, to deliver content specific to your interests, to track the pages you've visited and to make sure you don't see the same ads repeatedly. You may modify your browser preference to provide you with choices relating to cookies. You have the choice to accept all cookies, to be notified when a cookie is set or to reject all cookies. If you choose to reject cookies you may be unable to use those Supercomputing Online services that require registration.

Information Sharing Policy - Supercomputing Online does not sell or otherwise share personally identifiable information with third parties without your consent except when appropriate or required. For example we will release information to comply with the law and/or to protect the rights and property of Supercomputing Online, our visitors and others. In the event that another company acquires Supercomputing Online, or any or all of the assets of Supercomputing Online, our member and visitor information would be

considered a transferable asset. In addition, Supercomputing Online reserves the right to allow access to its systems to third parties providing necessary services (eg: fulfillment of orders and credit card processing) when such access is required in order to provide those services.

Security of Information - Supercomputing Online has numerous security measures in place to protect you from the loss, misuse and alteration of the information under our control, including your credit card information if you choose to conduct an e-commerce transaction in the Supercomputing Online stores. Access to all of your private member information requires use of your password. We recommend that you do not share your password with anyone. Supercomputing Online uses industry-standard tools to ensure that your information is secure and confidential.

Contact - If you have questions about this Privacy Policy or anything else about Supercomputing Online, you can contact us at the following email address: webmaster@SupercomputingOnline.com

Frequently Asked Questions about Supercomputing Online

Q: My company was covered in Supercomputing Online, and I'd like to post that article on my web site. Can I do that? Whom should I contact?

A: You are welcome to link to content on our site at no charge given the following:

1. The headline of the article is used as a link to the article on our site.
2. The deck (i.e. short description of the story) may also be reprinted on your site.
3. Credit to Supercomputing Online, as appropriate, must appear with the headline and optional deck.

Q: How can I reach your writers?

A: Pitches for the Supercomputing Online staff should be sent to our editorial email box at editorial@supercomputingonline.com, where they will be reviewed and forwarded to the correct editor.

Q. What is the most effective way to pitch a company to Supercomputing Online?

A. Please do not contact our reporters by telephone. They are usually working

on deadline and phone calls are a distraction. The best way to contact our reporters is through our editorial email box at editorial@supercomputingonline.com. Emails we receive are reviewed every day and passed along to the correct editor, who will get in touch with you if s/he is interested in learning more. There is no need to follow up with a phone call. The most effective pitches are brief but detailed, explaining why the company is important and what it is doing that is newsworthy and interesting. In short, tell us why they should take a further look.

Q: Where should I send press releases?

A: Press releases flood our email boxes daily. We cannot possible respond to every press release we get. A smart, well-written personalized pitch with a press release is the most effective. If you want to send a press release, please send it to editorial@supercomputingonline.com .

Q: What is your lead time? How can I find out about upcoming editorial calendar opportunities?

A: As Supercomputing Online covers breaking news, there's very little lead time to our articles. We typically do not distribute any information on our editorial calendar. With 10 news stories posted daily, we don't have the luxury of a long lead time that print publications enjoy, and that prevents us from setting edit schedules months in advance. Send time-sensitive news announcements to our editorial staff at editorial@supercomputingonline.com.

Q: How can I set up a meeting between my company and one of your editors?

A: Please send a request for a meeting to editorial@supercomputingonline.com, and label the subject field "Meeting Request." In the email, explain what the company does, who from the company, where and when they will be available to meet, and why you think we would be interested.

Q: Why do you seem unresponsive to public relations inquiries?

A: We receive hundreds of phone calls from public relations representatives, as well as countless press releases and emails every day; it's impossible to reply to them all. If we were to answer every single call and email, we would have no time to research and write articles. However, we will try to answer a question if, after spending some time on our Web site looking for an answer, you are still confused. Please do contact us, either by telephone or email. As always, however, an email is preferable.

Q: Do you accept freelance articles? Can you send me writer's guidelines?

A: We very rarely accept freelance articles. We have a staff of writers that generates most of our articles. As a result, we do not have writer's guidelines to

distribute to the public. However, if you think your story is so interesting that we should consider making an exception to that general rule, email a brief pitch to editorial@supercomputingonline.com with "Freelance Pitch" in the subject heading.