

charting the future of

data center and cloud computing



ABOUT US | PARTNERSHIP OPPORTUNITIES | PRIVACY POLICY | Search this website

DATA CENTER Frontier | IRON MOUNTAIN DATA CENTERS | EXPLORE THE MOUNTAIN | **1 TRUSTED PROVIDER**

CLOUD | COLO | ENERGY | COOLING | TECHNOLOGY | DESIGN | VOICES | PODCAST | WHITE PAPERS | RESOURCES | JOBS

Roundtable: The Network Matters, Now More Than Ever
BY RICH MILLER - POSTED ON SEPTEMBER 23, 2020
The COVID-19 pandemic has highlighted the importance of information networks. Our DCF Executive Roundtable identifies the most important trends in data center connectivity and interconnection, and how have they been impacted by the pandemic

Roundtable: New Generation of AI Hardware Raises the Bar on Cooling

Executive Roundtable: What's Next for Hyperscale Computing?

Data Center & Cloud Market: \$332 Billion Industry
Gartner Research

Modernize Mission Critical Spaces with Year Round Free Cooling
WATCH VIDEO CASE STUDY

The COVID-19 Crisis and the Data Center Industry
The COVID-19 pandemic presents strategic challenges for the data center and cloud computing sectors. Data

Data Center Frontier helps you:

- Increase Awareness
- Showcase Thought Leadership
- Generate Sales

Over 390,000* prospects who generate over 1,000,000 Page Views

* Annual Growth Rate 18% according to Google Analytics

EDITORIAL

Data Center Frontier is focused on in depth coverage of cutting edge innovation in data center design, efficiency and scalability.



Rich Miller, Editor in Chief
Data Center Frontier

"The data center is the engine driving the digital business. DCF readers get the first take on how cloud, AI and edge computing are reshaping the tech landscape."

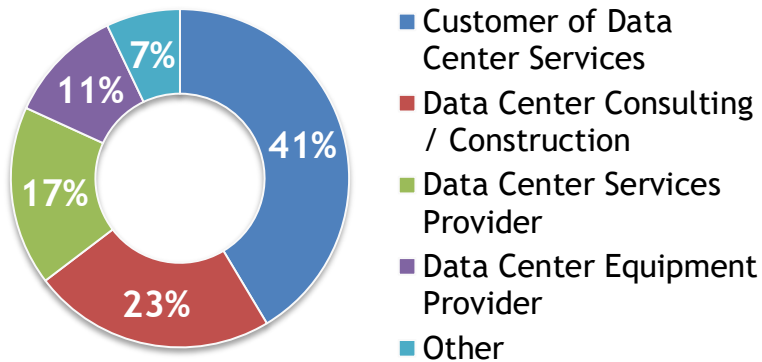
Data Center Frontier explores strategically important topics like:

- Digital Transformation
- Artificial Intelligence
- Edge Computing
- Interconnection
- Augmented/Virtual Reality
- Digital Payments
- Cloud Strategy
- Data Center Markets
- Sustainability
- Site Selection
- Design
- Internet of Things
- 5G
- Bare Metal Servers
- Hyperscale

AUDIENCE

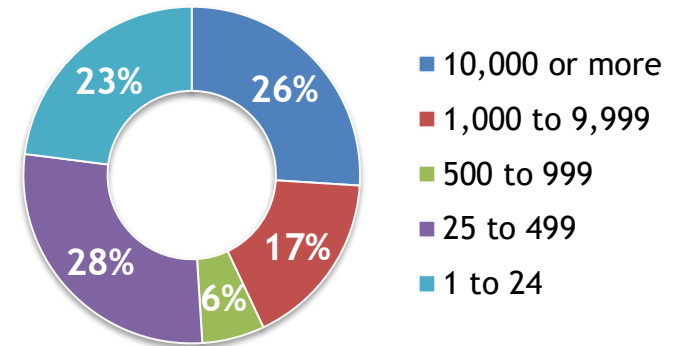
Industry

Data Center Frontier is written for enterprise companies that view their data center as a strategic and competitive asset.



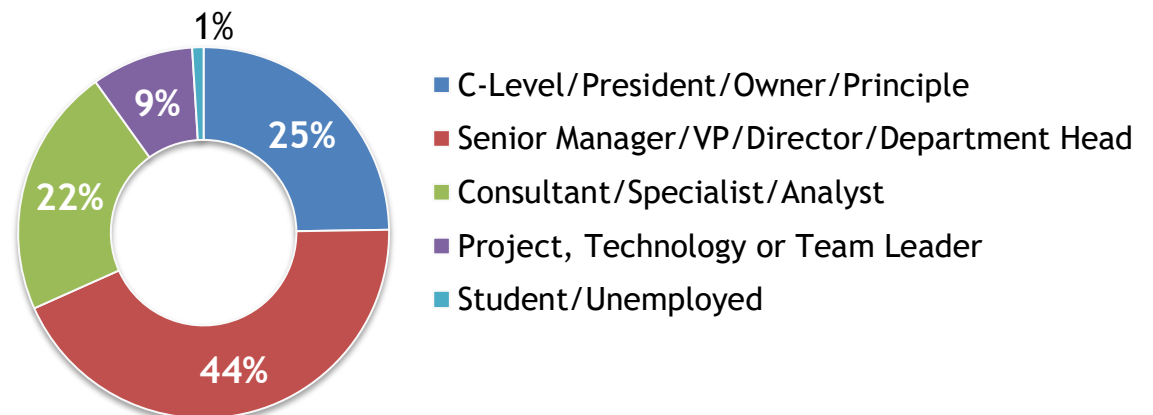
Company Size

77% of the Data Center Frontier audience are large enterprises or mid size companies with intensive data center requirements



90% of the Data Center Frontier audience are in executive, managerial or consulting positions which gives you access to buyers making strategic data center decisions.

**83% of the Fortune 100,
and 100% of the world's
largest Hyperscale companies
read Data Center Frontier
on a regular basis.**

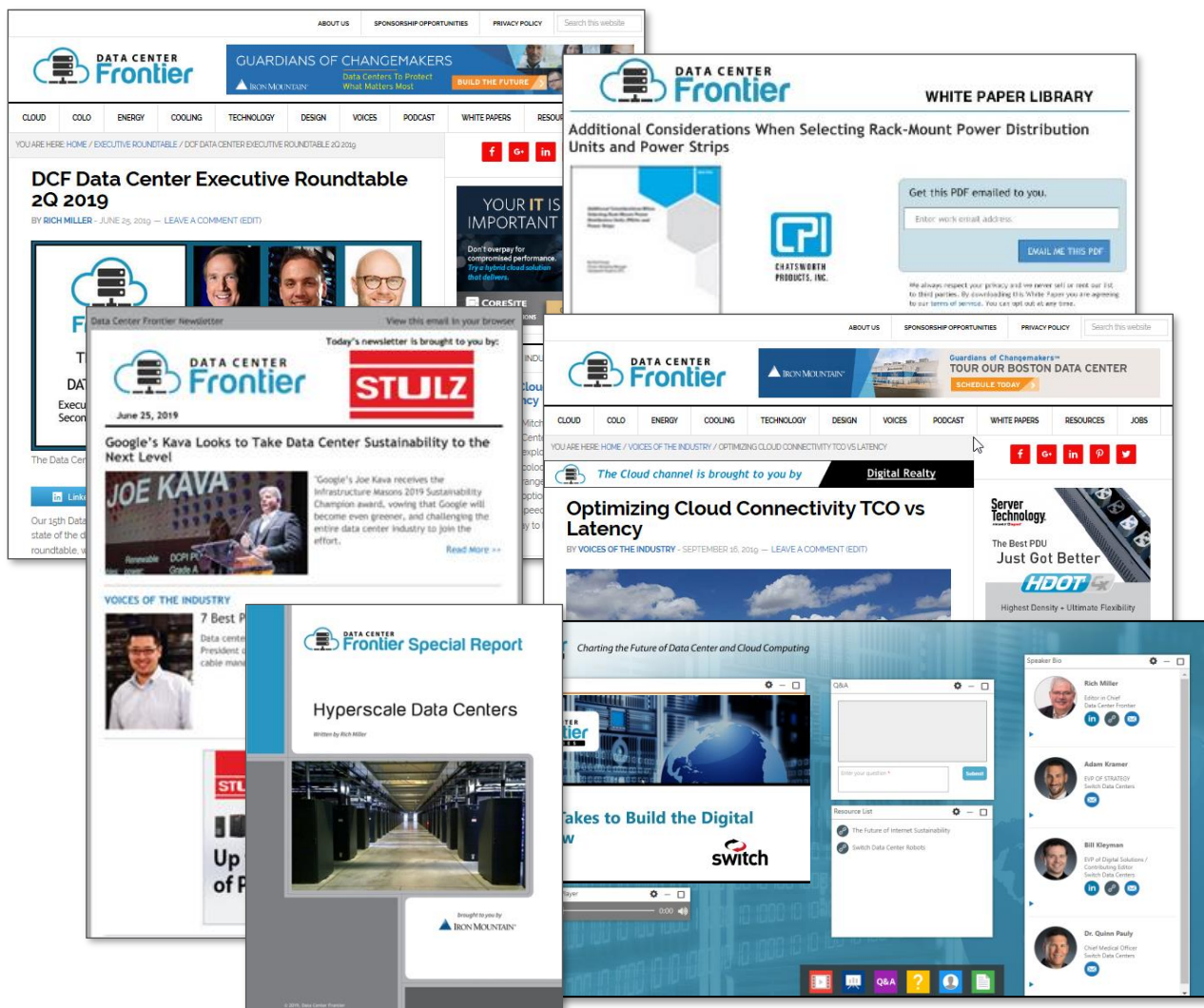


Gold & Silver Partnerships: Integrated Programs

Data Center Frontier partners benefit from integrated marketing programs designed to engage prospects throughout the evolution of their data center & cloud strategy.

1. Online Ad Programs for Awareness
2. Content Marketing Programs to build consideration
3. Lead Generation Programs to generate sales leads

Or Build a Custom /
Ala Cart Program

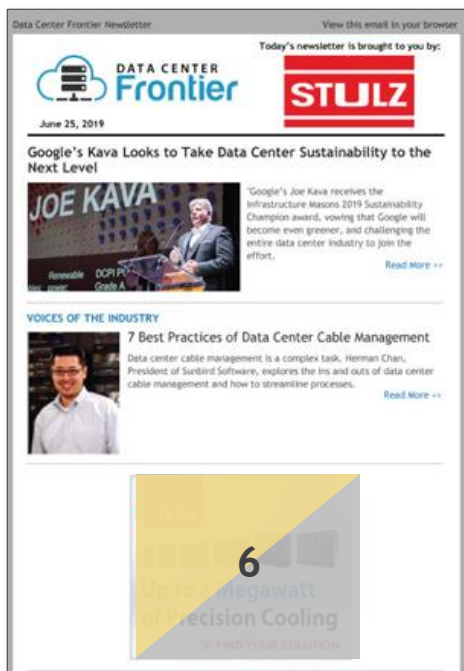


ONLINE SPONSORSHIP: Awareness Programs

Online Ads and Sponsorships are ideal for building awareness and driving traffic to your website.

Newsletter Sponsorship

- 6 'Brought to you by:'
Logo and 300x250 Ad
Once per quarter

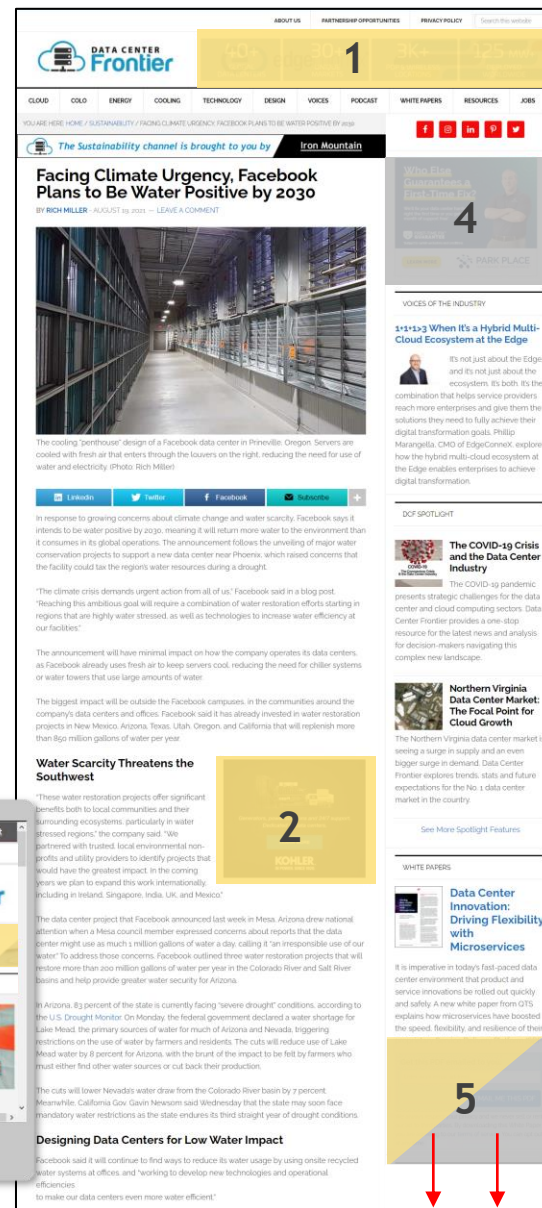
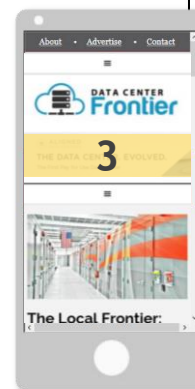


Gold Sponsorship Program

- 1 728x90 Leaderboard
- 2 300x250 In Article
- 3 320x50 Mobile Leaderboard
- 5 300x250 Scrolling Rectangle

Silver Sponsorship Program

- 4 300x250 Upper Right
- 5 300x250 Scrolling Rectangle



Ad 5
Scrolls
Down with
Readers

CONTENT MARKETING: Guest Articles

Data Center Frontier Gold and Silver Partners build consideration by educating prospects via quarterly guest articles

‘Voices of the Industry’ Guest Articles

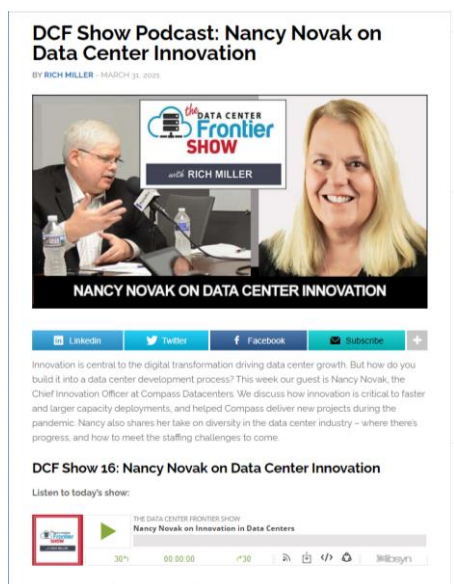
- Amplify your company blog post to:
 - Every page of the DCF website*
 - The DCF newsletter
 - DCF social media network
 - Optimized for search engines
- One guest article each quarter
- Hosted in perpetuity on DCF providing lasting ROI



Voices of
the Industry
Promotional
Widget*

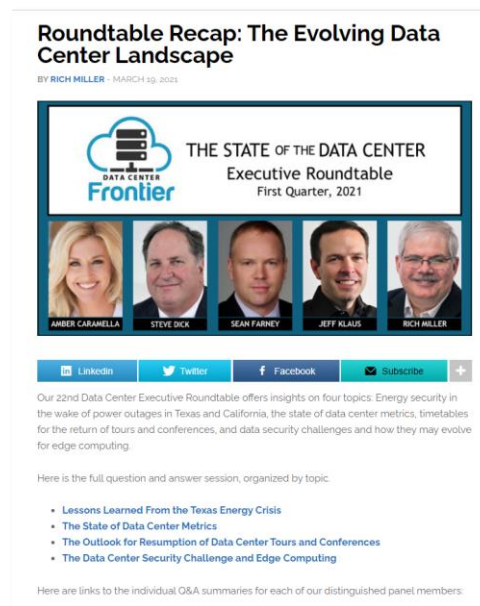
CONTENT MARKETING: Podcast & Roundtable

Data Center Frontier Gold Partners build consideration by showcasing their company's thought leadership via participation on podcast interviews and executive round tables



The Data Center Frontier Show hosted by Rich Miller

- Podcast interview with your company's executive on key trends
- Posted on DCF website, newsletter, social media and major podcast networks
- Replaces one Voices of the Industry article



DCF Executive Round Table hosted by Rich Miller

- Showcase your company's executives and thought leadership on key issues and trends
- Multi-article executive series, plus Spotlight article featuring your executive
- Two opportunities per year

LEAD GENERATION: Featured White Papers

Featured White Papers are a great way to influence the RFP process and drive sales from prospects researching data center strategies.

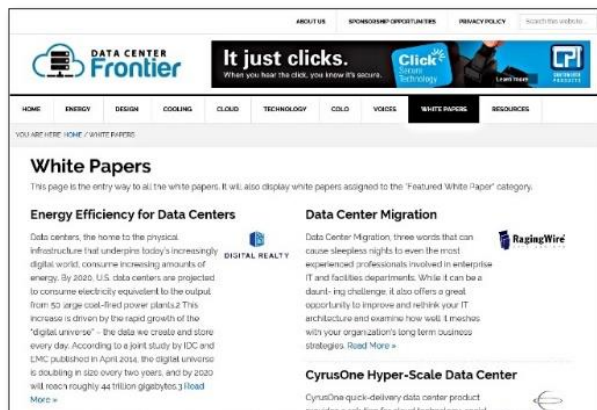
White Paper Review



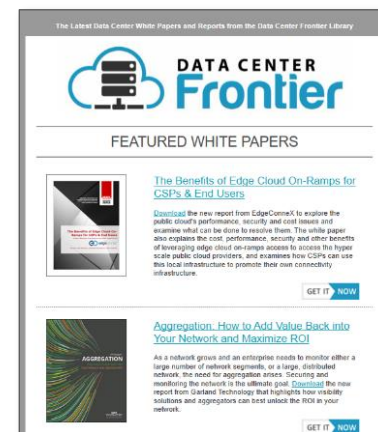
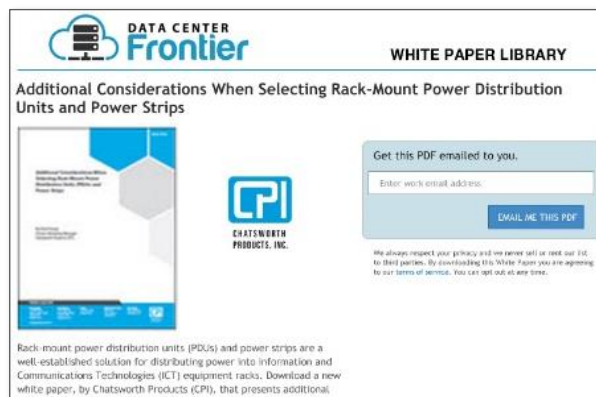
Each White Paper is promoted by:

- White paper review on the website, newsletter and social media sites
- Featured in the White Paper Library
- Custom white paper registration form
- 'White paper widgets' on each page of the site, in articles and newsletters
- Targeted email campaigns
- Leads are sent weekly
- Includes a lead nurturing email

Custom Registration Form



Featured White Paper



Email Campaign

PROGRAM PRICING

Gold Sponsorship

Annual: \$37,800 | Quarterly: \$10,395

- 8% Rotation in Leaderboard and in Article Rectangle Ads
- 4% Rotation in Scrolling Rectangle Ads
- Quarterly Newsletter Sponsorship
- Exclusive Channel Sponsorship
- Quarterly Guest Articles w/ one being a Podcast Interview**
- Bi-Annual Executive Roundup*
- Featured White Paper Program / 90 Leads per quarter

Silver Sponsorship

Annual: \$25,200 | Quarterly: \$6,930

- 7% Rotation in Upper Right Rectangle Ads
- 4% Rotation in Scrolling Rectangle Ads
- Quarterly Newsletter Sponsorship
- Quarterly Guest Article
- Featured White Paper Program / 75 Leads per quarter

Newsletter Sponsorship Series | \$4,980

- Series of 3 Sponsorships
- Once per month (based on availability)
- Logo and 300x250 Ad

Featured White Paper Program | \$4,125

- 90 Leads

Online Advertising | Quarterly: \$3,630

- 7% Rotation Upper Right Rectangle Ads
- 4% Rotation in Scrolling Rectangle Ads
- Quarterly Newsletter Sponsorship

Voices of the Industry Series | \$3,900

- Series of 3 Guest Articles

All prices are net rates. Programs billed monthly.

** Requires a minimum 6 month program / ** A Podcast Interview Requires a minimum 12 month program*

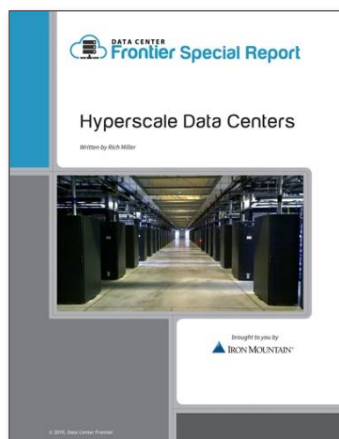
DATA CENTER FRONTIER: Special Reports

Rich Miller and the Data Center Frontier editorial team creates **Special Reports** on important topics for the data center industry, with input from you. These special reports creates a turnkey marketing program including a series of 4 articles, social media and email campaigns designed to drive prospects to download your report.

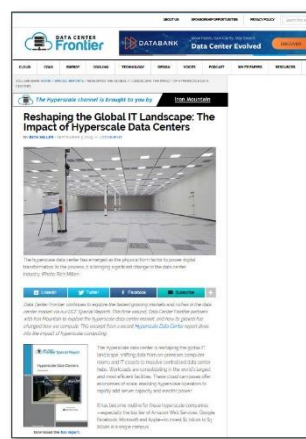
Benefits

- Turnkey report which educates prospects
 - Highlights factors that play to your strengths
- Third-party market credibility
- Sponsorship credit in the guide and editorial series
- Minimum of 200 leads
- Rights to distribute the report

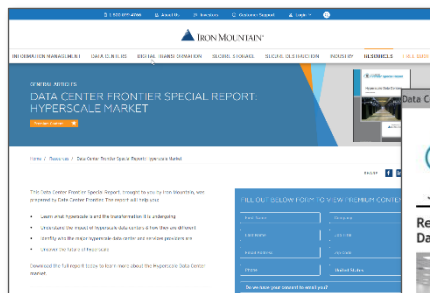
Investment: \$14,500



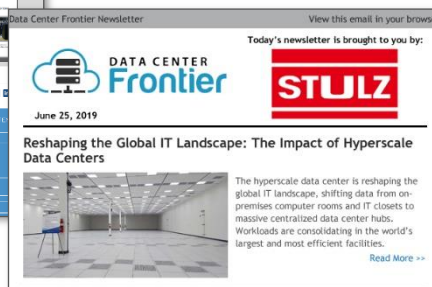
Special Report



Report Article



Sponsor Page



Newsletter

2022 Special Report Themes

- The Future of Back Up Power
- The Software-Defined Data Center
- HPC Data Centers
- Hybrid Cloud and the True Cost of Cloud
- 5G as a Business Accelerator
- Hyperscale Computing
- Data Center Sustainability
- Edge Computing
- Data Center Site Selection
- Why Interconnection Matters
- Data Center Liquid Cooling Guide
- Bare Metal Servers
- Accelerating Construction Management and Delivery

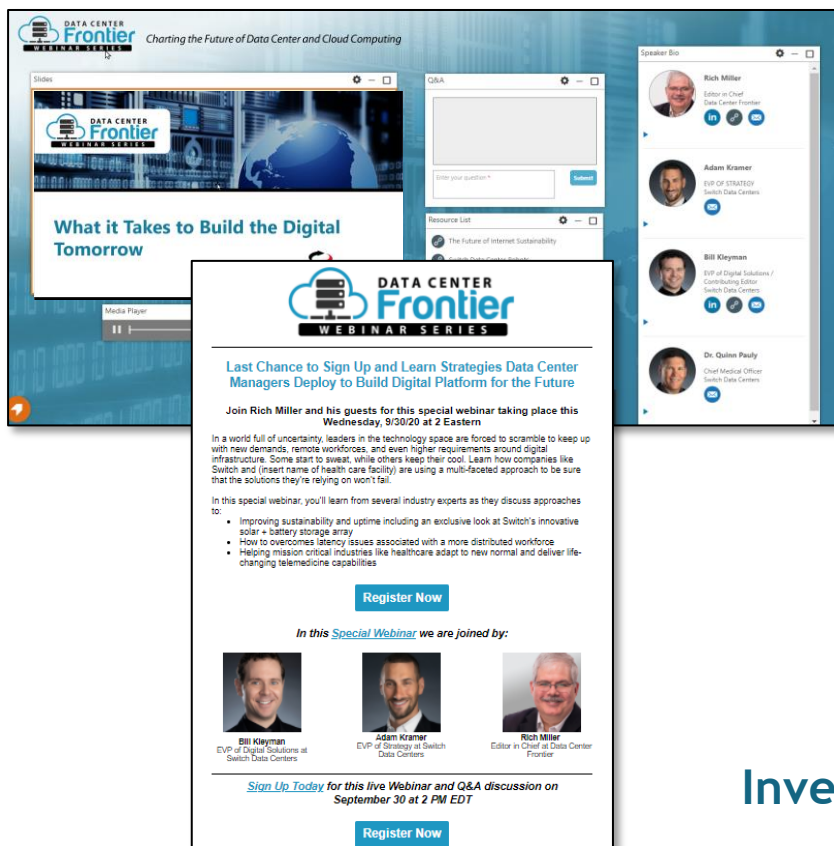
Contact your sales representative for availability or to discuss a custom topic.

WEBINARS

The Data Center Frontier webinar is a co-branded interactive educational platform that positions your organization as a thought leader on a specific topic. Data Center Frontier helps you shape the agenda and provides a turnkey, professionally managed webinar bringing 3rd party credibility.

Benefits:

- Uses surveys, polls, Q&A to engage audiences and provide deep insights on your prospects
- Generates a minimum of 175 attendees
- Available for on demand viewing



Promotional Campaign:

- Each webinar is promoted via:
 - Articles & Ads on DCF website
 - DCF newsletter
 - Social Media
 - Emails to the DCF database

Investment: \$14,500

Available:

- | | | | |
|------------|---------|-------------|------------|
| • January | • April | • July | • October |
| • February | • May | • August | • November |
| • March | • June | • September | • December |

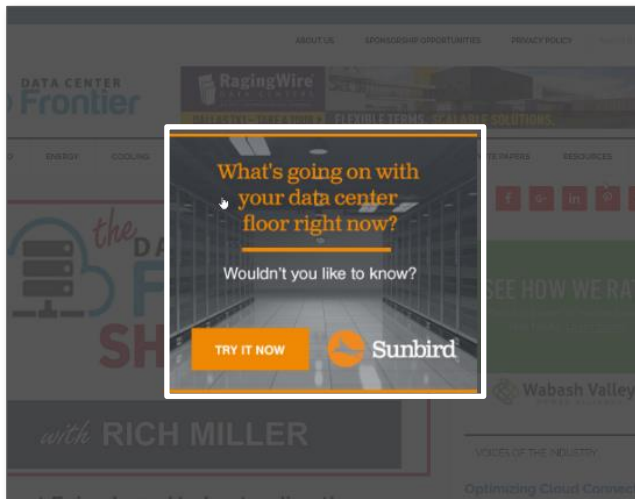
SPECIAL PROGRAMS

Welcome Ad

The Data Center Frontier **Welcome Ad** is a high impact program that is ideal for announcing new products, services or data center facilities.

Two Week Program: \$3,000

Full Month Program: \$5,000



Welcome Ad

Podcast Sponsorship

The Data Center Frontier Show showcases your company as Rich Miller explores critical issues facing data center executives.

Promotions are read by Rich Miller and embedded in the podcast for perpetuity.

- Six episodes sponsorship series with 3 promotions per podcast*

1. Introduction Ad
2. Midway 60 Second Commercial Break
3. Closing Ad - Call to Action

* Note: Podcast ads do not appear on episodes when Rich is interviewing Gold Partners

Enterprise IT Looks to Cloud, Colo to Drive Transformation

BY RICH MILLER - JANUARY 29, 2021



On the Data Center Frontier Show Podcast, we discuss how enterprise IT will adapt to the changed landscape created by the COVID19 pandemic.



What's ahead for the data center industry in 2021? Our topic today is how enterprise IT will adapt to the changed landscape created by the COVID19 pandemic, and why this will matter to data center professionals and end users.

Podcast Sponsorship: \$6,000

Learn more about connecting with prospects building next generation data centers. Contact your sales representative today.