CIOPages

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CIOPages Product Showcase

A sponsored page about one product: what it includes, what it costs, the rules, and common questions.

ONE — What a Product Showcase is

TWO — What it costs

THREE — How it works

FOUR — The rules

FIVE — Questions

The current version is online: https://www.ciopages.com/showcase/about

Version 2.1 · Updated October 2026 · Latest PDF: https://www.ciopages.com/downloads/ciopages-product-showcase-guide.pdf

ONE

What a Product Showcase is

https://www.ciopages.com/showcase/about

A Product Showcase is a page on CIOPages about one of your products, in your words. Every Showcase is labeled "Sponsored Content, not CIOPages Editorial Coverage" at the top.

What a Showcase includes

- ✓ One page about one product, labeled Sponsored Content, online for 1 year
- ✓ A video up to 5 minutes, and 2 PDF downloads (datasheet, brochure)
- ✓ A Contact form that sends buyers' messages to you. Your address is not shown.
- ✓ A byline, with a link to the author's LinkedIn profile or company bio page
- ✓ A listing on the Showcase index, a block in the rail on matching Directory category pages, and one newsletter mention
- ✓ A share image and badge for your own channels
- ✓ Your free Directory profile created or updated

What it does not include

- – An editorial mention in a Buyer Guide or in any article
- – A place in a Buyer Guide's vendor analysis
- – A place in Google search results. The page is not indexed
- – Impressions, traffic or leads. We don't promise or estimate them

See a sample page: https://www.ciopages.com/showcase/sample

TWO

What it costs

https://www.ciopages.com/showcase/apply

A Product Showcase is $699 for 1 year. With a Spotlight card on one Buyer Guide, it is $1,098: the Spotlight card is $399 instead of $499.

THREE

How it works

https://www.ciopages.com/showcase/apply

1. **Order online.** Give us your details, the product, and either your copy or your points and material. Add a video link and up to 2 PDFs.
2. **Your card is held, not charged.** We place a hold for the price on your card.
3. **We accept or decline.** Within 5 business days. Accepting charges the card. Declining releases the hold.
4. **We prepare the page.** We edit your copy, or write it from your material and send you a draft with one round of changes.
5. **We publish it.** The year starts on the day the page goes live. We email you the address.

Order a Showcase https://www.ciopages.com/showcase/apply

FOUR

The rules

https://www.ciopages.com/showcase/about

Every Showcase

- ✓ Every page is labeled "Sponsored Content, not CIOPages Editorial Coverage" at the top.
- ✓ A Showcase does not include an editorial mention in Buyer Guides or in any articles.
- ✓ The page does not appear in search results, and its links carry rel="sponsored".
- ✓ The copy names no competitors, makes no unattributed superlative or "#1" claims, and gives a source for every customer figure.
- ✓ We approve the copy before publication.
- ✓ The video runs 5 minutes or less, hosted on YouTube, Vimeo or Wistia.
- ✓ During the year you may send 2 update requests: replace a PDF, fix a link or correct a fact.
- ✓ Once published, there are no refunds or cancellations. You may ask us to take the page down early.

FIVE

Questions

https://www.ciopages.com/showcase/about#faq

What is a Product Showcase?

A page on CIOPages about one of your products, written by you or by us from your material. It has room for a video, 2 PDFs such as a datasheet and a brochure, a byline, and a Contact form for buyers. https://www.ciopages.com/showcase/sample

How is it different from a Spotlight listing?

A Spotlight card is a short card on a Buyer Guide, built from your Directory listing. A Showcase is a full page about one product, with your own copy, a video, downloads and a Contact form. You can buy either, or both together. https://www.ciopages.com/spotlight

How is it different from the Executive Forum?

Forum articles are bylined by an executive and are about a problem they have worked on, not about a product. A Showcase is about your product. https://www.ciopages.com/executive-forum

Does a Showcase include an editorial mention in a Buyer Guide or an article?

No. A Showcase does not include an editorial mention in Buyer Guides or in any articles, and it does not change how our editors cover your company.

Will the page appear in Google?

No. Sponsored pages are kept out of search results. Readers find your Showcase through the Showcase index, a labeled block on the matching Directory category pages, one mention in our newsletter, and the links you share yourself.

How many people will see it?

We don't promise or estimate impressions, traffic or leads.

Who writes the page?

You can send your own copy, or send us your points, links and up to 3 files (PDF, Word or PowerPoint) and we write it. When we write it, you get one draft and one round of changes. Either way, we approve the copy before publication.

What can the copy say?

Anything accurate about your product. It names no competitors, makes no unattributed superlative or "#1" claims, and gives a source for every customer figure.

Can the byline be someone other than the person ordering?

Yes. Name the author when you order. We email them to confirm the byline before we publish. The byline can link to their LinkedIn profile or a bio page on your site.

How do buyers contact us?

Through the Contact form on the page. We confirm each sender's email address, then send the message to the address you gave us. You reply to them directly. Your address is never shown on the page.

Can our agency order for us?

Yes. The agency names a contact at the client, and we email that person to confirm the order before we accept it.

How do we pay?

By card. The price is held on your card when you order and charged only if we accept the order, within 5 business days. If we decline, the hold is released.

How long does it run?

1 year from the day it is published. It does not renew by itself. We email you 30 days, 7 days and 1 day before it ends.

Can we change the page after it is live?

Yes, 2 times during the year: replace a PDF, fix a link or correct a fact. Rewrites are not included. https://www.ciopages.com/contact

Can we cancel or get a refund?

Not once the page is published. You can ask us to take it down early, without a refund. We may also remove a page that breaks the content rules, without a refund.

Can we add a Spotlight card?

Yes. Added to a Showcase, a Spotlight card on one Buyer Guide is $399 instead of $499, for $1,098 in all. Both run 1 year with no automatic renewal. `https://www.ciopages.com/spotlight/preview`

What happens to our Directory profile?

We create or update your free Directory profile. We write it from public sources under our Directory rules, not from your Showcase copy, and it stays after the Showcase ends.

Useful links

Order a Showcase	`https://www.ciopages.com/showcase/apply`
See a sample page	`https://www.ciopages.com/showcase/sample`
About Showcase	`https://www.ciopages.com/showcase/about`
Preview a Spotlight card	`https://www.ciopages.com/spotlight/preview`
Contact us	`https://www.ciopages.com/contact`

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Latest version: https://www.ciopages.com/downloads/ciopages-product-showcase-guide.pdf