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# Buyer Guide Spotlight Listings

What Spotlight and Featured Vendor include, where they appear, the vendor table, ordering, renewal and refunds, and prices.


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What Spotlight and Featured Vendor include

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**The current version is online:** https://www.ciopages.com/spotlight/faq
Version 2.2 · Updated November 2026
Latest PDF: https://www.ciopages.com/downloads/ciopages-spotlight-guide.pdf

ONE

## What a Spotlight listing is

https://www.ciopages.com/spotlight/faq

CIOPages publishes Buyer Guides for technology buyers at large enterprises. Each guide compares the vendors in one category.

A Spotlight listing is a paid card with your logo and a link to your website. It sits beside a Buyer Guide and in the Spotlight section at the end of the guide, labeled as paid.

A Spotlight listing does not put your company in the guide's vendor table or in the guide's own text. Our editors decide both, and vendors cannot pay to change them.

TWO

## What Spotlight and Featured Vendor include

https://www.ciopages.com/spotlight/faq#included

| WHAT YOU GET | Spotlight $499 a year | Featured Vendor $999 a year |
|---|---|---|
| A card with your logo, beside the guide and in its Spotlight section | ✓ | ✗ |
| A band of your own, above the Spotlight cards | ✗ | ✓ |
| A link to your website, or to a page you name | ✓ | ✓ |
| A document readers can request from the guide, with their details sent to you | ✗ | ✓ |
| Up to 3 PDFs and a video on your listing, while the placement is live | ✓ | ✓ |
| Document requests and a Contact form on your listing, sent to you, while the placement is live | ✓ | ✓ |
| How many per guide | 5 | 1 |
| Renews each year at the price you bought at | ✓ | ✓ |
| A place in the guide's vendor table | ✗ | ✗ |

| WHAT YOU GET | Spotlight $499 a year | Featured Vendor $999 a year |
|---|---|---|
| Any change to what the guide says about you | ✕ | ✕ |

THREE

## What you can buy

https://www.ciopages.com/spotlight/faq#buying

### What is a Spotlight listing?

A paid card with your logo and a link to your website, on the Buyer Guide you choose. It is labeled as paid.

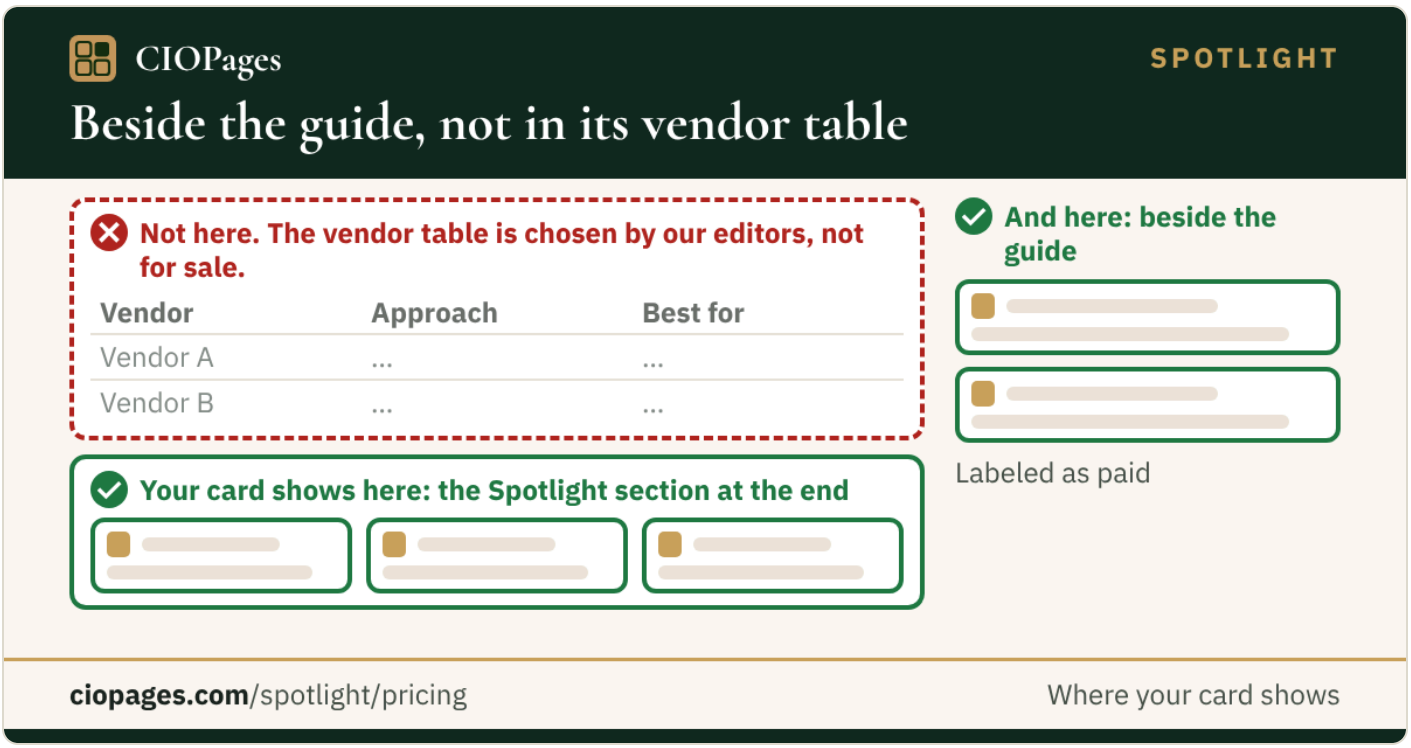
It is $499 a year for the first guide, including the Enhanced Listing features, and $249 a year for each additional guide.

Each guide has 5 Spotlight cards.

### Where does the card appear?

A Spotlight is a separate paid card, labeled as paid. It shows beside the guide and in the Spotlight section at its end.

Cards are shown in the order we approved them, earliest first.




Your card shows beside the guide and in the Spotlight section at its end. It never shows in the vendor table.

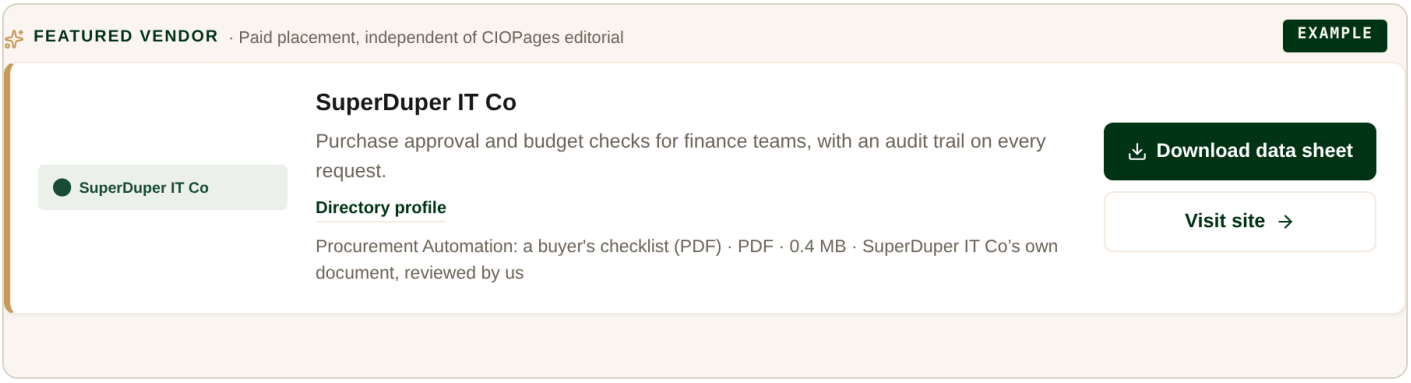
## What is the Featured Vendor band?

One band per guide, above the Spotlight cards, for one company. It carries a document readers can request, and we send you each requester's name, title, company and work email.

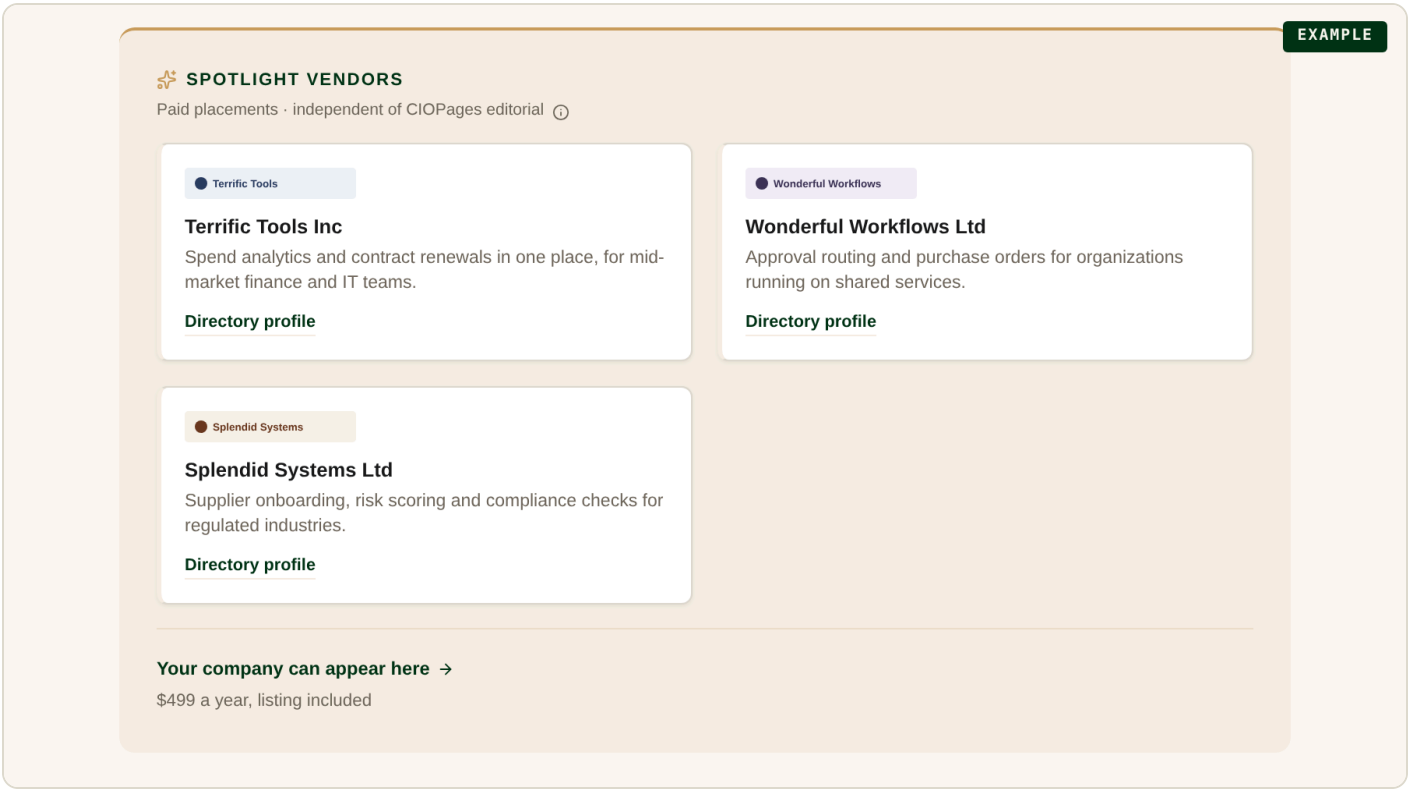
It is $999 per guide a year, including the Enhanced Listing features.

## What do they look like?

These are taken from the real pages. The companies in them are invented.




Featured Vendor: one company per guide, in a band above the Spotlight cards, with a document readers can request.




Spotlight: up to 5 companies per guide, each card with its logo and a link to its own site, labeled as paid.

## What if a guide's Spotlight cards are all taken?

The order page shows the guide as full, and you can't order it. Pick another guide.

### There's no guide for our category. Can we still buy something?

Placements open when we publish a guide for your category. Until then, your Directory listing, claiming it and corrections are free. A claimed listing can add an Enhanced Listing, $99 a year, for documents, a video and a Contact form.

### Do you sell newsletter sponsorships or webinars?

We sell Spotlight and Featured Vendor placements on Buyer Guides, Executive Forum articles, a bundle of both, and the Product Showcase, a sponsored page about one product. Newsletter sponsorships and webinars are not available.

Product Showcase: `https://www.ciopages.com/showcase/about`

FOUR

## Buyer Guides and the vendor table

`https://www.ciopages.com/spotlight/faq#independence`

### Does a Spotlight listing put us in the guide's vendor table or text?

No. A Spotlight listing does not put your company in the guide's vendor table or in the guide's own text. Our editors decide both, and vendors cannot pay to change them.

#### NOT FOR SALE

**No vendor can pay for any of these.**

- ✕ A place in a Buyer Guide's vendor table
- ✕ A better position in that table
- ✕ What a Buyer Guide says about your company
- ✕ Changes to your Directory record. Corrections of fact are free, for anyone
- ✕ Links to your website in our own articles and Buyer Guides
- ✕ Articles by our editors about your company or your products

#### WHAT VENDORS CAN BUY

**Each one is labeled as paid.**

- ✓ CIOPages Executive Forum articles, labeled "Paid Guest Contribution"
- ✓ A Spotlight card beside a Buyer Guide, outside the vendor table
- ✓ A Featured Vendor band on a Buyer Guide
- ✓ A Product Showcase page about one product

Paying for anything on the right changes nothing on the left.

### How do vendors get into a guide's vendor table?

Editors choose them when they revise the guide, once a year, from public evidence: analyst evaluations, named enterprise customers, market presence, and listings with reviews on peer review and ratings sites. There is no application, and a place in the table cannot be bought. A Spotlight purchase does not count for or against a vendor.

### Can we pay to be added to a guide's vendor analysis?

No. Editors choose the vendors in a guide's analysis, and the list is alphabetical. You can buy a labeled Spotlight card on the same guide, $499 a year for your first guide.

Editorial independence: https://www.ciopages.com/editorial-policy#independence

### A guide says something wrong about us.

Please send us the page, the error and a source we can check. Corrections are free, for anyone.

Send a correction: https://www.ciopages.com/contact?topic=correction

FIVE

## Your card and your listing

https://www.ciopages.com/spotlight/faq#card

### Can we write the card ourselves?

Each card uses your logo and the summary line from your Directory listing, which our editors review. To change the card, edit your listing in the portal.

### Can we add a data sheet or video?

Yes, with an Enhanced Listing ($99 a year), or with a Spotlight or Featured Vendor placement while it is live. You can add up to 3 PDFs and one video from the portal, and we review each one before it goes up. A reader who requests a document gives their name, title, company and work email, and we send those to you.

### Do we get a link to our site?

Yes. Every Directory listing links to the company website, free, and so does each Spotlight card and Featured Vendor band. Links on placements and in Forum articles carry rel="sponsored". Links in our editorial writing are not for sale.

Link policy: https://www.ciopages.com/editorial-policy#links

### What do you expect when a buyer contacts us?

A reply to each one. The portal shows how long each inquiry has been waiting. If buyers are repeatedly left without a reply, we may stop selling placements to that vendor.

Directory Terms: https://www.ciopages.com/legal/directory-terms

### Can we have our listing removed?

Usually, yes. Send the request from an address at the company's domain. We may decline when the listing holds only factual, public information that our published research relies on. Removing a listing ends its placements and any Enhanced Listing, and stops further charges. It is not refunded automatically; we may refund the unused part of a term at our discretion.

Contact us: https://www.ciopages.com/contact

SIX

# Ordering, payment and renewal

https://www.ciopages.com/spotlight/faq#money

## How do we order?

1. Pick one or more guides.

2. Give your company's name and website, your name and your work email. Tick the two boxes.

3. Enter your payment details. Nothing is charged yet.

4. Right after, add the line about your company, your logo and where the card links. You can also do this later from the portal.

STEP 1

### Pick guides

One or more Buyer Guides, from the order page.

STEP 2

### Your details

Company, name and work email. Your payment details are saved. Nothing is charged.

STEP 3

### Editor review

An editor checks the company and the category, usually within a few business days.

STEP 4

### Live

Your Spotlight card goes live, and we charge your payment method. It renews each year at the price you bought at.

You can stop the renewal at any time from the portal. The card stays live until its renewal date.

Pick your guides: https://www.ciopages.com/directory/list

## Which email address should we use?

Your work email, at your company's domain.

We may not respond to messages from personal email addresses such as Gmail, Yahoo or Outlook.com.

Contact us: https://www.ciopages.com/contact

## Can our agency buy for us?

Yes. Order under the client's company name and website. After checkout, tick "I ordered this for a client (agency or partner)." and name a contact at the client with their work email. We email them a link to confirm the order, and we accept it only after they do. Your card is saved or authorized, not charged, until then. The same applies to Spotlight, Featured, the Executive Forum and the Product Showcase.

## When are we charged?

When an editor approves your order and your card goes live, usually within a few business days. If an editor declines it, nothing is charged.

You pay by card or US bank account. Stripe emails an invoice with every charge.

If you already pay for a placement, a new guide joins that subscription: we charge for the months left to its renewal date, and it renews with it.

### Does it renew?

Yes, each year, at the price you bought at. Prices are fixed through December 2027.

You can stop a renewal at any time from the portal. The card stays live until its renewal date.

If you already pay for a placement, a new guide joins that subscription: we charge for the months left to its renewal date, and it renews with it.

### What is the refund policy for placements?

If an editor declines your order, nothing is charged. Once a placement is live, the fee is not refunded. If we retire the guide, we move the placement to a comparable guide, or, if none is available, refund the unused part of the year. We also refund the unused part of the year if we end the placement early for another reason that is not your conduct.

| WHEN | CHARGED | REFUNDED |
|---|---|---|
| **An editor declines your order** | Nothing is charged | Nothing to refund |
| **An editor approves and your card goes live** | $499 for the first guide, or $999 for Featured Vendor | ✕ No refund |
| **You stop the renewal** | Nothing more. The card stays live to its renewal date | ✕ No refund |
| **The renewal date** | The price you bought at. Prices are fixed through December 2027 | ✕ No refund |
| **We retire the guide** | — | ✓ We move the placement to a comparable guide, or, if none is available, refund the unused part of the year |
| **We end your placement early, not because of your conduct** | — | ✓ The unused part of the year |

### Can we pay by invoice, PO or bank account?

Placements are paid by card or US bank account. You enter it at checkout, where it is saved, not charged. It is charged when an editor approves your order, usually within a few business days, and Stripe emails an invoice with every charge. An order we have not approved within 7 days of checkout, or of our last request for details, is canceled and never charged. Executive Forum packages and the Product Showcase are authorized on a payment card when you apply or order, and charged only if we approve. Invoices are for Global 2000 companies only, on request.

### We've lost access to the portal.

You can reset the password from the sign-in page. If the person who bought has left the company, write to us from a company address and we will move the account to you.

Vendor portal: `https://www.ciopages.com/directory/portal`

SEVEN

## Prices

`https://www.ciopages.com/spotlight/faq#prices`

| | | |
|---|---|---|
| **Spotlight, first guide** | **$499 a year** | Your card on the guide you choose, with the Enhanced Listing features on your listing. |
| **Spotlight, each additional guide** | **$249 a year** | The same card on another guide. 5 cards per guide. |
| **Featured Vendor** | **$999 per guide a year** | One band per guide, above the Spotlight cards. The Enhanced Listing features included. |
| **Executive Forum + Spotlight** | **$2,999 once** | A Spotlight listing on one guide, 12 months in the Executive Forum, and 4 articles we write under your executive's name. Does not renew. |
| **Directory listing and corrections** | **Free** | Anyone can have an error corrected. |

*Placements are charged only when an editor approves. The Enhanced Listing is charged at checkout. Prices are fixed through December 2027. Spotlight, Featured Vendor and the Enhanced Listing renew each year at the price you bought at. Executive Forum packages and the Showcase do not renew by themselves.*

### Useful links

| | |
|---|---|
| **Pick your guides and order** | `https://www.ciopages.com/directory/list` |
| **About Spotlight listings** | `https://www.ciopages.com/spotlight` |
| **Prices and how to pay** | `https://www.ciopages.com/spotlight/pricing` |
| **These questions online** | `https://www.ciopages.com/spotlight/faq` |
| **Editorial policy** | `https://www.ciopages.com/editorial-policy` |
| **Contact us** | `https://www.ciopages.com/contact` |

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