
CIOPAGES

Buyer Guide Spotlight Listings

What a Spotlight listing is, what it costs, and how to order one.

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The current version is online: <https://www.ciopages.com/spotlight>

Version 2.1 · Updated October 2026 · Latest PDF: <https://www.ciopages.com/downloads/ciopages-spotlight-guide.pdf>

ONE

What a Spotlight listing is

<https://www.ciopages.com/spotlight>

CIOPages publishes Buyer Guides on various topics of interest to technology buyers in large enterprises.

A Spotlight listing is a sponsored card prominently and distinctly placed beside the buyer guide editorial. Vendors may purchase a sponsored Spotlight listing on guides of their choice.

A Spotlight listing does not offer an editorial mention in the Buyer Guide. Editorial decisions are made independently and cannot be influenced by vendors.

What a Spotlight listing includes

- ✓ A card on the Buyer Guide you choose, with your logo. Each guide has 5 Spotlight cards.
- ✓ A link from the card to your website, or to any page you name.
- ✓ Your claimed Directory listing, which you can edit yourself.
- ✓ Buyer inquiries from your listing, sent to you in full.

TWO

What it costs

<https://www.ciopages.com/spotlight/pricing>

A Spotlight listing is \$499 a year for the first guide, including your claimed Directory listing, and \$249 for each additional guide. Nothing is charged until an editor approves.

For more prominence, you may consider the Featured Vendor listing: one band per guide, above the Spotlight cards, with a document readers can request. It is \$999 per guide.

Pay by card, Apple Pay, Google Pay or US bank account (ACH). Prices are fixed through December 2027. A subscription renews at the rate it was bought at.

WHAT IT LOOKS LIKE ON A GUIDE

Taken from the real pages. The companies are invented.

 **FEATURED VENDOR** · Paid placement, independent of CIOPages editorial

EXAMPLE

 SuperDuper IT Co

SuperDuper IT Co

Purchase approval and budget checks for finance teams, with an audit trail on every request.

Directory profile

Procurement Automation: a buyer's checklist (PDF) · PDF · 0.4 MB · SuperDuper IT Co's own document, reviewed by us

[Download data sheet](#)

[Visit site →](#)

Featured Vendor: one company per guide, in a band of its own above the Spotlight cards, carrying a document a reader can request.

 **SPOTLIGHT VENDORS**
Paid placements · independent of CIOPages editorial

EXAMPLE

 Terrific Tools

Terrific Tools Inc

Spend analytics and contract renewals in one place, for mid-market finance and IT teams.

Directory profile

 Wonderful Workflows

Wonderful Workflows Ltd

Approval routing and purchase orders for organizations running on shared services.

Directory profile

 Splendid Systems

Splendid Systems Ltd

Supplier onboarding, risk scoring and compliance checks for regulated industries.

Directory profile

Your company can appear here →
\$399 a year, listing included

Spotlight: up to 5 companies per guide, labeled and set apart from the analysis. Each card carries your logo and links to your own site.

THREE

How to order

<https://www.ciopages.com/directory/list>

1. **Pick your guides.** The order page shows the guides your category maps to and which slots are open.
2. **Submit.** We save your payment details. Nothing is charged.
3. **We review.** An editor checks the company, the category and the profile, usually within a few business days.
4. **You go live.** On approval we charge for the year and publish the card. If we decline, nothing is charged.

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

Questions

<https://www.ciopages.com/spotlight/pricing#faq>

Does a Spotlight listing include an editorial mention in the Buyer Guide?

No. A Spotlight listing does not offer an editorial mention in the Buyer Guide. Editorial decisions are made independently and cannot be influenced by vendors.

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 and corrections are free.

Can our agency buy for us?

Yes. Use the client's company name and website.

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. You can add up to 3 PDFs and one video from the portal. A reader who requests a document gives their name, title, company and work email, and we send those to you.

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. <https://www.ciopages.com/legal/directory-terms>

Do you sell newsletter sponsorships or webinars?

We sell Spotlight and Featured Vendor placements on Buyer Guides, Executive Forum articles, and a bundle of both. Newsletter sponsorships and webinars are not available.

In addition, if you want a comprehensive package that includes a Spotlight listing, as well as articles bylined by one of your executives, please consider the Spotlight + Executive Forum bundle: \$1,499 once, for 12 months.
<https://www.ciopages.com/spotlight/pricing#bundle>

Useful links

About Spotlight listings	https://www.ciopages.com/spotlight
Pick your guides and order	https://www.ciopages.com/directory/list
Prices, how to pay, and common questions	https://www.ciopages.com/spotlight/pricing
The Spotlight + Executive Forum bundle	https://www.ciopages.com/spotlight/pricing#bundle
Editorial policy	https://www.ciopages.com/editorial-policy
Contact us	https://www.ciopages.com/contact