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Trench Notes Sponsorship

What a sponsor card includes, the line and the link, who can buy, renewal and refunds, and prices.

ONE
What a sponsorship is

TWO
What a sponsorship includes

THREE TO SIX
Questions

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Prices

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

ONE

What a sponsorship is

https://www.ciopages.com/trench-notes/sponsor/faq

Trench Notes are practical pages for CIOs and technology leaders on the jobs they have to get through. Each page has CIOPages editorial and answers from practitioners who have done the work.

A sponsor has a card on the page, labeled "Sponsors", beside the editorial and never inside it. It costs $299 a year per page.

A sponsorship does not get your company named in the article, has no effect on which answers we publish, and comes with no promise of traffic, readers, clicks or leads.

TWO

What a sponsorship includes

https://www.ciopages.com/trench-notes/sponsor/faq#included

WHAT YOU GET	Sponsorship $299 a year per page
A card with your company name, one line of up to 20 words, and a link	✓
Shown at the top of the right rail and in a band after the Questions section	✓
Labeled "Sponsors", beside the editorial and never inside it	✓
Sponsors per page	Up to 3
Change your line or link during the year	✓
Renews each year until you cancel	✓
Your logo	✗
A mention in the page's article	✗
Any effect on which answers we publish	✗

WHAT YOU GET	Sponsorship $299 a year per page
Traffic, readers, clicks or leads	×

THREE

What you can buy

https://www.ciopages.com/trench-notes/sponsor/faq#buying

What is a Trench Notes page?

A practical page for CIOs and technology leaders on one job they have to get through, such as leaving VMware or preparing for a SOC 2 audit.

Each page has CIOPages editorial and answers from practitioners who have done the work.

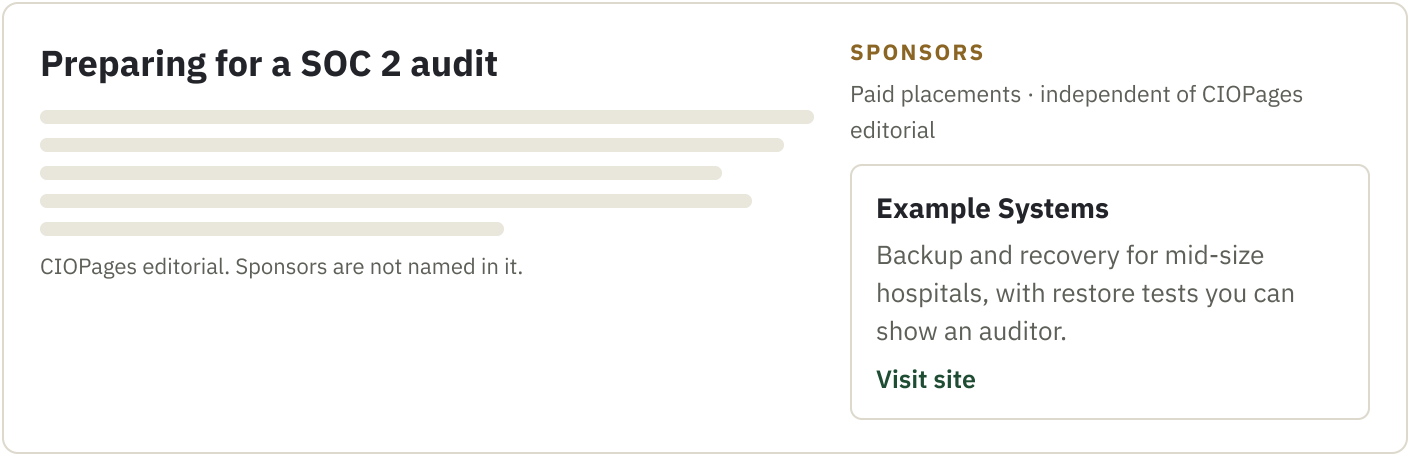
See the sample page: https://www.ciopages.com/trench-notes/sample

What does a sponsor get?

A card on the page with your company name, one line of up to 20 words, and a link to your site or another page about your company.

The card appears at the top of the right rail and in a band after the Questions section. On a phone, the rail moves under the article. The card has no logo.

It costs $299 a year per page. Each page has at most 3 sponsors. Sponsorships are not exclusive.



Example. The company is invented. The same card also appears in a band after the Questions section.

How many pages can we sponsor?

As many as have an open slot, up to 10 in one order. Each page is $299 a year.

Can we sponsor a page that is not published yet?

Yes. Your card appears when the page publishes.

The year starts on the day we approve the order, so part of it can pass before the page is published.

FOUR

The line and the link

https://www.ciopages.com/trench-notes/sponsor/faq#card-rules

What can the line say?

Up to 20 words, in your own words, saying what your company does.

No superlatives such as "leading", "best-in-class" or "innovative", no claims about competitors, and no links. The form checks the words and the links; an editor checks the rest.

Where can the card link?

To your site or another page about your company, at a public https address. The form refuses a link that leads to a missing page.

The link carries rel="sponsored".

Can we change the line or link during the year?

Yes. Use the manage link in your approval email. An editor checks the change, usually within one business day, and puts it on the page.

FIVE

The editorial and the answers

https://www.ciopages.com/trench-notes/sponsor/faq#independence

Does sponsoring change the page?

No. CIOPages writes the article, and sponsors are not named in it. Sponsors get no say in which pages we write or what they say.

Answers are judged on the work they describe. Sponsoring has no effect on which answers we publish or how we edit 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.

Can our people contribute answers and sponsor the same page?

Yes. The two are separate. Contributing is free and needs no sponsorship.

Does sponsoring bring traffic or leads?

We don't promise any traffic, readers, clicks or leads. A sponsorship buys a labeled card on the page, and nothing else.

SIX

Ordering, payment and renewal

https://www.ciopages.com/trench-notes/sponsor/faq#money

How do we order?

1. Pick your pages. The order form shows how many slots are open on each.
2. Write your line and give the link.
3. Enter a payment card on Stripe's page. It is saved, not charged.
4. An editor approves, usually within one business day. We then charge the card and email you the link to each page.

STEP 1

Pick pages

Up to 10 in one order, where a slot is open.

STEP 2

Line and link

Up to 20 words, and a page about your company.

STEP 3

Payment saved

Your payment card is saved on Stripe's page, not charged.

STEP 4

Approved

An editor approves, usually within one business day. We charge your payment card and put your sponsor card on the page.

It renews each year until you cancel. We email 30, 7 and 1 days before.

Sponsor a page: https://www.ciopages.com/trench-notes/sponsor/buy

Who can buy?

Someone at the sponsoring company who is authorized to buy for it, with an email address on the company's own domain.

Agencies and freelancers cannot buy for a client.

Does it renew?

Yes, each year, at the price you bought at, until you cancel. Prices are fixed through December 2027. We email a reminder 30, 7 and 1 days before.

Cancel at any time from the manage link. The card stays on the page until the end of the year you paid for.

Can we get a refund?

The fee is not refunded once your card is on the page.

If we retire a page, we move your card to another page with an open slot, or refund the unused part of the year. If we remove a card because it breaks the terms, nothing is refunded.

WHEN	CHARGED	REFUNDED
An editor declines the order	Nothing is charged	Nothing to refund
An editor approves the order	$299 per page	✕ No refund
You cancel	Nothing more. The card stays to the end of the paid year	✕ No refund
The renewal date, unless you canceled	$299 per page	✕ No refund
We retire a page	—	✓ We move your card, or refund the unused part of the year
We remove a card that breaks the terms	—	✕ No refund

Is there an invoice?

Stripe emails a receipt for each charge. Past receipts are on the manage page.

Will you sign a statement of work, or fill in our supplier forms?

We sell placements, not services, so there is no statement of work. The quote, the order page and the terms state what is included. Our company name, address and billing contact for supplier setup are on the billing page.

Our company details: `https://www.ciopages.com/billing#company`

Do you provide a W-9?

We are paid by card through Stripe, which handles the tax reporting. We don't issue W-9 forms.

Billing and paperwork: `https://www.ciopages.com/billing#w9`

SEVEN

Prices

https://www.ciopages.com/trench-notes/sponsor/faq#prices

Trench Notes sponsorship	**$299 a year per page**	Up to 3 sponsors per page, up to 10 pages per order. Charged when an editor approves.
Renewal	**Automatic**	Each year at the price in your order, until you cancel.
Contributing answers	**Free**	Separate from sponsoring.

Useful links

Sponsor a page	https://www.ciopages.com/trench-notes/sponsor/buy
About sponsorship, and the terms	https://www.ciopages.com/trench-notes/sponsor#terms
See the sample page	https://www.ciopages.com/trench-notes/sample
These questions online	https://www.ciopages.com/trench-notes/sponsor/faq
Billing and paperwork	https://www.ciopages.com/billing
Contact us	https://www.ciopages.com/contact?topic=other

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