
WORKING WITH CIOPAGES

Vendor Listings & Spotlight Placements

How to get listed, keep your record accurate, and reach the CIOs comparing your category — with what everything costs and what it doesn't buy.

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Everything here lives online and stays current: <https://www.ciopages.com/work-with-us>

Version 1.0 · Updated August 2026 · Latest PDF: <https://www.ciopages.com/downloads/ciopages-vendor-guide.pdf>

What's inside

For vendors, product marketers, and the agencies working with them.

<https://www.ciopages.com/work-with-us>

Two different things live in here, and they're worth keeping separate in your head. The first is your record — the profile buyers see when they look your category up. That's free, it's yours to correct, and it always will be. The second is reach: appearing on the Buyer Guides where CIOs are actively shortlisting. That one we sell, openly, at a published price.

ONE

Directory Listing & Enhancements

- Getting listed and claiming your record
- Keeping it accurate
- The Enhanced Listing

TWO

Buyer Guide Spotlight Purchases

- What placements cost
- How the review works
- What a placement doesn't buy

THREE

Links, coverage & corrections

- How our editorial links are chosen
- Getting a fact corrected

A note on how this is written

We've tried to say what's possible first and what isn't second, with the reasoning attached. Where the answer is "not for sale", it's a principle rather than an opening bid — usually because selling that particular thing would quietly ruin the reason our readers trust the site.

What's for sale changes as we add formats — newsletter sponsorships and other placements may well open later, and this page is where they'll appear first. What doesn't change is the line: advertising is disclosed and sits beside the analysis, and the analysis itself is never for sale.

Read by CIOs, CTOs, enterprise architects and their teams at mid-market and enterprise organizations — people comparing platforms, not browsing.

Directory Listing & Enhancements

Getting listed, claiming the record, keeping it accurate, and the optional Enhanced Listing that adds lead capture.

<https://www.ciopages.com/work-with-us#directory>

WHAT PEOPLE ASK		OUR ANSWER
List our company in the Directory	✓ Available	Free, and it stays free. An editor checks it for accuracy and it's usually live in two to three business days. https://www.ciopages.com/directory/submit
Claim and correct our existing listing	✓ Available	Free and permanent. Verify with an email on your company's domain and the record becomes yours to keep accurate. https://www.ciopages.com/directory/for-vendors#claim
Get a link to our website from our listing	✓ Available	Already there, at no cost — your profile carries your website. Links on vendor-supplied and paid surfaces are marked as advertising, per search engines' guidance. https://www.ciopages.com/work-with-us/faq#links-included
Add lead capture and buyer intelligence	✓ Available	The Enhanced Listing, \$299/year from your vendor portal once you've claimed your listing. It's also included free with any guide placement. https://www.ciopages.com/directory/portal
Remove our listing entirely	✓ Available	Just ask from a company email address and it's done. Your listing is never leverage for a sale. https://www.ciopages.com/contact

Get listed in the Directory

Who Any enterprise technology vendor we don't already cover **Cost** Free **Time** 10 minutes to submit · 2–3 business days to review

WORTH HAVING TO HAND

- ☐ Your work email on the company's own domain — it's how we know you're really there
- ☐ The company name exactly as you'd like it published
- ☐ The canonical website URL, including https://
- ☐ One category and one subcategory — pick where a buyer would look for you, which isn't always where you'd like to compete
- ☐ A tagline of ten words or fewer: what the product does, in plain language
- ☐ A description of roughly 400–1,000 characters: the problem it solves, who buys it, what makes it different

HOW IT GOES

1. **Search the Directory first.** 1,700+ companies are already in there. If you're one of them, claiming the existing record is faster than starting a new one — and it avoids a duplicate, which is the most common reason a submission stalls.
2. **Fill in the submission form.** Company details, category, tagline, description, plus your name and work email so we can come back to you.
3. **We read it.** An editor checks the company is real, the category fits, and the copy describes rather than sells. We may tidy it for consistency — we'll always keep the meaning.
4. **Claim the published listing.** Once it's live, claim it with your company email to earn the verified badge and take control of the record.
5. **Come back when things change.** Funding, a rename, an acquisition, a new product line. A current profile converts far better than a complete one that's two years old.

What tends to send one back

- Superlatives — "leading", "best-in-class", "world's #1". We take them out, so it saves us both a round if they're not in there
- A description that never quite says what the product does
- A category picked for search volume rather than fit — buyers notice, and it costs you the inquiry
- Consultancies or resellers submitted as software products
- A submission from a personal email on behalf of an unnamed client

Do it at <https://www.ciopages.com/directory/submit>

Claim and verify an existing listing

Who Anyone at a company we already list **Cost** Free **Time** 5 minutes, plus one email round-trip

WORTH HAVING TO HAND

- ☐ An email address on the company's domain — that's what proves control
- ☐ The corrections you'd like to make, gathered in one go
- ☐ Your logo, if you'd like it on the profile

HOW IT GOES

1. **Find your company.** Search by name on the vendor page. Every active listing can be claimed.
2. **Submit the claim.** We email a verification link to your company address; one click confirms it.
3. **Set your portal password.** Your vendor portal opens — profile, submitted corrections, and placement management if you buy one.
4. **Send us your corrections.** Edits are reviewed before publishing, the same as any change on the site. Factual corrections are rarely refused.
5. **Decide what you need next.** Claiming is free and complete on its own — plenty of vendors stop here. Enhanced (\$299/yr) adds lead capture; a guide placement adds reach.

Do it at <https://www.ciopages.com/directory/for-vendors#claim>

Buyer Guide Spotlight Purchases

Disclosed placements on the guides your buyers are reading — how they work, what they cost, and how the review goes.

<https://www.ciopages.com/work-with-us#spotlight>

WHAT THINGS COST

Directory listing	Free, always	Your profile, claimable and correctable
Enhanced Listing	\$299 / year	Lead capture and buyer intelligence
Spotlight Listing	\$99 / guide / year	5 slots per guide · Enhanced included
Featured Sponsor	\$499 / guide / year	One per guide, above the Spotlight cards · introductory

WHAT PEOPLE ASK

OUR ANSWER

Buy a Spotlight listing on a Buyer Guide	✓ Available	\$99 per guide per year, 5 slots per guide, disclosed as paid. The Enhanced Listing (normally \$299/yr) comes with it. https://www.ciopages.com/directory/for-vendors#spotlight
Take the exclusive Featured Sponsor slot	✓ Available	\$499 per guide per year at the introductory rate. One sponsor per guide, positioned above the Spotlight cards, with your logo. https://www.ciopages.com/directory/spotlight-policy
Appear on several guides at once	✓ Available	Common, and priced per guide — hold Featured on your core category and Spotlight on the adjacent ones. One checkout covers the lot. https://www.ciopages.com/directory/for-vendors#spotlight
Sponsor the newsletter, a webinar or another format	⊖ Not yet	Not something we sell today — guide placements and the Enhanced Listing are the current formats. More are likely, so tell us what you're after and we'll come back to you when it opens. https://www.ciopages.com/work-with-us/faq#other-formats
Join the editorial Vendor Landscape in a guide	◆ Not for sale	Our editors choose that on market relevance, so it isn't something we can sell. What helps is a claimed, accurate profile — that record is exactly where they look. https://www.ciopages.com/editorial-policy#independence
Rank higher in the guides or the Directory	◆ Not for sale	Directory ordering ignores what a vendor has paid, deliberately — it's what makes the guides worth reading for the buyers you want. A placement gives you visibility without touching the ranking. https://www.ciopages.com/editorial-policy#independence

Buy a Spotlight or Featured Sponsor placement

Who Vendors who want to be seen by buyers actively comparing their category

Cost \$99 per guide/year (Spotlight) · \$499 per guide/year (Featured Sponsor, introductory) · Enhanced Listing included

Time Under 10 minutes to buy · usually one business day to review

WORTH HAVING TO HAND

- ☐ A shortlist of the Buyer Guides your buyers actually read — open slots are shown per guide
- ☐ A view on Spotlight (one of five cards) versus Featured Sponsor (the single exclusive slot above them)
- ☐ An accurate Directory profile — the card renders from it, so it's worth a read-through first
- ☐ A company logo, for the Featured Sponsor treatment
- ☐ A card. You don't need an existing Enhanced Listing; one is included

HOW IT GOES

1. **Pick your company and your guides.** The shop shows how many of the five Spotlight slots are open on each live guide, and whether the Featured slot is taken.
2. **Check out once.** One checkout covers every placement plus your Enhanced Listing. Your card is authorized and held — nothing is taken yet.
3. **We check the fit.** An editor confirms you genuinely belong in that guide's category and that your profile facts hold up. Usually within one business day.
4. **You go live.** The card publishes in the guide's Spotlight module, the annual charge goes through, and your portal opens.
5. **Or we release the hold.** If we can't run it, nothing is charged and we'll tell you why — category fit is nearly always the reason, and often another guide is the better home.
6. **Renew, change or stop at renewal.** Placements are annual and managed from the portal. Cancel any time to stop the next renewal.

What tends to send one back

- A guide whose category your product doesn't really serve — we'd rather move you than take the money
- Profile facts that don't match your own website
- Supplied ad copy for the card: it renders the same reviewed profile fields as every other listing, which is what keeps it credible
- A placement bought in the hope of also entering the guide's analysis — those are separate by design

Do it at <https://www.ciopages.com/directory/for-vendors#spotlight>

How a placement is presented

Spotlight cards sit in their own bounded module beside the guide — labeled as paid, never inside the editorial analysis, and drawn from the same reviewed profile fields as every other listing. The full disclosure is worth two minutes if you're buying:

<https://www.ciopages.com/directory/spotlight-policy>

SECTION THREE

Links, PR & coverage

Where links come from, what your listing already gives you, and what isn't purchasable.

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

WHAT PEOPLE ASK		OUR ANSWER
Report a factual error anywhere on the site	✓ Available	Always free, always welcome, from anyone — vendor, buyer or reader. Send the URL and a source and we'll review it within five business days. https://www.ciopages.com/editorial-policy#corrections
Buy a link inside an article, guide or glossary entry	◆ Not for sale	Editorial links are chosen by editors to point at primary sources, so they're not for sale — and search engines take a dim view of the alternative. Your free profile already links to your site. https://www.ciopages.com/editorial-policy#links
Exchange links or set up reciprocal linking	◆ Not for sale	Not something we do — a link should mean we thought a reader would want it. We don't reply individually to exchange requests, so please don't wait on one. https://www.ciopages.com/editorial-policy#links
Run a sponsored article, advertorial or paid review	◆ Not for sale	Paid words dressed as editorial are the thing our readers trust us not to do. Disclosed placement beside the analysis is the honest version, and it's available today. https://www.ciopages.com/directory/spotlight-policy
Add our product to a listicle or resource page	◆ Not for sale	Same rule as any editorial mention: relevance decides. Keeping your Directory profile accurate is the most useful thing you can do about it. https://www.ciopages.com/directory/for-vendors#claim
Publish or syndicate our press release	◆ Not for sale	We don't run releases — but if the news changes a fact about you, send it as a correction. An updated listing outlives a news post by years. https://www.ciopages.com/editorial-policy#corrections

Your listing already links to you, at no cost

Every Directory profile carries your website, and claiming your profile is free. So a link to your site isn't something you need to negotiate for — it's already on the record buyers read when they're comparing your category.

Editorial links are chosen by editors

Inside articles, Buyer Guides and glossary entries, links go where the argument leads — standards bodies, vendor documentation, original research. That's a judgment we make for the reader, so it isn't something we can sell, and there's no price list to ask for.

Advertising links are marked as advertising

Links on paid placements and on vendor-supplied profile fields are marked as advertising, in line with search engines' guidance on paid and self-submitted links. It's the standard every credible directory follows, it keeps both our domain and yours out of trouble, and it's precisely what lets us sell placement without touching the editorial.

We don't trade links

A link from us should mean we thought a reader would want it, which a swap can't. We don't reply individually to exchange requests — not out of rudeness, just volume — so please don't hold a campaign waiting on one.

Reach is the thing worth buying

A placement puts you in front of buyers who are mid-comparison in your category, which is usually the outcome the link request was standing in for. It's self-serve, published pricing, live in about a day.

SECTION FOUR

Independence

What money can and can't influence, stated plainly.

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

The analysis isn't for sale — and that's what makes the advertising worth buying

Which vendors appear in a Buyer Guide's Vendor Landscape, how they're characterized and how they're ordered are editorial calls made on market relevance. If they could be bought, the guides would stop being useful to the CIOs our advertisers want to reach, and the advertising would be worth nothing.

What we sell is placement, clearly disclosed

Spotlight Listings and Featured Sponsorships are advertising: labeled as paid, bounded in their own module beside the analysis rather than inside it. That follows the FTC's guidance that paid placement should be disclosed clearly enough that no reader mistakes it for editorial judgment.

Paying changes nothing about how we cover you

A Spotlight buyer gets no softer assessment and no preferential ordering — and a vendor who has never paid us a penny is covered on exactly the same terms. We'd rather have the awkward conversation than the quiet exception.

Corrections

Free, welcome from anyone, and never tied to a purchase.

<https://www.ciopages.com/editorial-policy#corrections>

Getting a fact wrong about a vendor is a failure of the thing we sell, so we'd genuinely rather hear it from you than leave it wrong. Send the URL, the specific error and a source we can check; we review within five business days.

What we'll correct

- ✓ Factual errors: wrong capability, wrong pricing model, wrong integration, wrong ownership
- ✓ Stale facts after a rename, an acquisition, a funding round or a discontinued product
- ✓ Miscategorization that's putting you in front of the wrong buyers
- ✓ Broken or redirected links to your site
- ✓ Anything we've misquoted or misattributed

Where we hold the line

- Remove an accurate assessment because it's unflattering
- Rewrite analysis to match a positioning deck
- Remove a competitor from a guide, or reorder one to your advantage
- Swap a factual description for approved marketing language
- Take a page down in exchange for a purchase — or leave one up in exchange for one

Request a correction

Who Anyone who spots a factual error — vendor, buyer or reader **Cost** Free **Time** Reviewed within 5 business days

WORTH HAVING TO HAND

- ☐ The exact URL, and the sentence or field that's wrong
- ☐ What the correct fact is
- ☐ A public source we can check it against — your own site counts

HOW IT GOES

1. **Send it with the evidence.** Claimed vendors can submit from the portal; anyone else can use the contact form. The URL and a source is all we need.
2. **We check the source.** You don't need to argue the case — just point at it. Anything we can confirm gets corrected.
3. **We fix it, and note it where it matters.** Typo-level fixes are silent; a substantive change to an assessment carries a dated note, because readers deserve to see it changed.

Do it at <https://www.ciopages.com/contact?topic=correction>

Questions we're asked (34)

Every one of these has its own link online, so a colleague can be sent straight to the answer they need.

<https://www.ciopages.com/work-with-us/faq>

Directory listings & enhancements

How much does a Directory listing cost?

Nothing. Being listed and claiming your listing are free, and they'll stay that way. What we charge for is reach — a disclosed placement on a Buyer Guide — not for the right to have an accurate record. <https://www.ciopages.com/directory/for-vendors>

We're already listed but we never submitted anything. Why?

We compile the Directory from public sources so buyers can compare a whole category rather than only the vendors who happened to sign up. Claim the listing to correct it, or ask us to remove it — either request is honored, no questions attached.

<https://www.ciopages.com/directory/for-vendors#claim>

How long does a new listing take to appear?

Typically two to three business days. An editor reads every submission before it publishes, which is what makes the Directory worth trusting. <https://www.ciopages.com/directory/submit>

How do you verify that we're really from the company?

By email on the company's own domain — we send a verification link there and clicking it proves control. It's the one step we can't waive, since it's what protects your record from anyone else editing it.

Can our agency claim the listing on our behalf?

The claim itself needs to come from a company-domain address, because that's what proves control. Once it's claimed, whoever manages the profile day to day can take it from there.

Do our edits publish immediately?

They go through the same read as everything else on the site, which is usually quick. Factual corrections are rarely refused; marketing language tends to get edited out, for your listing and everyone else's.

Does a listing or a placement include a link to our site?

Your Directory profile carries your website, and claiming that profile is free — so yes, and you don't need to buy anything to get it. Links on paid placements and vendor-supplied fields are marked as advertising, in line with search engines' guidance. What isn't available is a link inside our editorial copy. <https://www.ciopages.com/directory/for-vendors#claim>

Can we have our listing removed?

Yes — ask from a company-domain email address and we'll take it down. Your listing is never leverage for a sale.

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

Our submission came back. What now?

It's usually one of three things: a duplicate of a listing we already have, a category that doesn't quite fit, or copy that sells rather than describes. Any of them is a five-minute fix, and there's no limit on resubmitting.

Buyer Guide Spotlight purchases

What exactly is a Spotlight Listing?

A disclosed paid card in a Buyer Guide's Spotlight module — up to 5 per guide — linking to your CIOPages Directory profile. It sits beside our analysis, labeled as a paid placement, rather than inside the editorial Vendor Landscape.

<https://www.ciopages.com/directory/spotlight-policy>

What does it cost?

Spotlight is \$99 per guide per year. Featured Sponsor — the single exclusive slot above the Spotlight cards — is \$499 per guide per year at the introductory rate. Both include the Enhanced Listing, normally \$299 a year. <https://www.ciopages.com/directory/vendors#spotlight>

Do we need an Enhanced Listing before we can buy a placement?

No — Enhanced is included in the price of a placement. If you already pay for it, you won't be charged twice.

When are we actually charged?

Not at checkout. Your card is authorized and held while an editor reviews the placement, and only on approval is it charged and the card published. If we decline, the hold is released and you're never billed.

What do you review before approving a placement?

Two things: that you genuinely belong in that guide's category, and that your profile facts hold up against your own public information. We don't vet your marketing claims — a Spotlight card shows the same reviewed profile fields as every other listing.

Can we appear on more than one guide?

Yes, and most vendors relevant to several categories do. Pricing is per guide, so you can hold the Featured slot on your core category and run Spotlight cards on the adjacent ones.

There's no Buyer Guide for our category yet. Can we still buy something?

Placements are sold only on guides that are live — 132 of them today. If yours isn't covered yet, the Enhanced Listing (\$299/yr) stands on its own, and telling us about the gap genuinely does feed into what we write next.

Will buying a placement get us into the guide's analysis?

No, and that separation is the reason the placement is worth anything. The editorial Vendor Landscape is chosen on market relevance and never references who has paid — which is exactly why the buyers you want still read it. <https://www.ciopages.com/editorial-policy#independence>

Can we supply our own copy or creative for the card?

The card renders the factual profile fields we already review, so the lever you have is the profile itself — worth an edit before you buy. Featured Sponsors also get their logo and a one-line message.

Can we cancel?

Placements are annual and managed from the vendor portal. Cancel any time to stop the next renewal; the current term runs its course and the slot then reopens. <https://www.ciopages.com/directory/portal>

Do you sell newsletter sponsorships, webinars or other placements?

Not at the moment — Buyer Guide placements and the Enhanced Listing are what's available today. We do expect to open other formats, and this page is where they'll show up first, so it's worth telling us what you're after rather than assuming the answer is permanent. <https://www.ciopages.com/contact?topic=spotlight>

Independence, links & corrections

How do you decide which vendors appear in a Buyer Guide?

Editors select on market relevance to the category — who a CIO shortlisting that category would realistically evaluate. It isn't a paid list, an application process, or a popularity contest.

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

That one isn't for sale, at any price — it's the thing that makes the guide worth reading. What is available is a disclosed placement beside the analysis, and a well-kept Directory profile, which is where our editors look when guides are updated. <https://www.ciopages.com/directory/spotlight-policy>

Your guide says something wrong about our product.

Send it as a correction with the URL, the specific claim and a public source, and we'll fix it — usually within five business days. What we won't do is rewrite an assessment that's accurate but unflattering. <https://www.ciopages.com/editorial-policy#corrections>

A competitor is in a guide and we're not. How is that decided?

Editorially, on relevance, and it gets revisited every time a guide is updated. A claimed, accurate, well-categorized profile is the single most useful thing you can do about it, because that's the record our editors work from.

Will you send us the draft before publishing?

We'll happily check a specific fact with you before publication — we'd rather get it right. What we don't do is give vendors approval over coverage.

Why so strict about links in the editorial?

Two reasons. Readers rely on our links pointing where the argument leads rather than where someone paid. And search engines treat paid links inside editorial content as a link scheme, so selling them would put both our domain and yours at risk. Neither reason applies to a disclosed advertising placement, which is why we sell those.

So what can we actually buy for visibility?

Today, a disclosed Spotlight placement on the Buyer Guides your buyers read, from \$99 per guide per year, plus the Enhanced Listing's lead capture. We add formats over time — if there's one you want that we don't offer yet, tell us; it's useful signal.

<https://www.ciopages.com/directory/for-vendors#spotlight>

Is your content AI-generated?

We use AI tools in research and drafting, and every published guide, article and definition is reviewed and edited by people who are accountable for it. We don't publish unreviewed machine output, and we don't accept it from contributors either.

Will you publish our press release?

We don't run releases. If the news changes a fact in your listing — funding, an acquisition, a rename, a new product line — send it as a correction instead; an updated record outlives a news post by years.

Billing, portal & admin

Can we pay by invoice or purchase order?

Checkout is by card and self-serve, which suits most vendors. For annual commitments across several guides, or where procurement needs an invoice, get in touch and we'll work it out. <https://www.ciopages.com/contact?topic=spotlight>

Where do we get receipts and invoices?

Stripe emails a receipt on every charge, and your billing history sits in the vendor portal. <https://www.ciopages.com/directory/portal>

We've lost access to the portal.

Use the password reset on the portal sign-in page. If the person who claimed the listing has left, write to us from a company-domain address and we'll reassign it. <https://www.ciopages.com/directory/portal>

What's the refund position?

You're not charged until an editor approves the placement, so a declined placement costs nothing. Once a placement is live, annual fees aren't refunded mid-term — cancel any time to stop the renewal.

Who do we talk to about something not covered here?

Use the contact form and pick the closest inquiry type — it routes your message to the right person instead of the general queue.

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

Every link in this document

The online versions are the current ones — if this PDF and the site ever disagree, the site wins.

<https://www.ciopages.com/work-with-us>

Vendor listings, online	https://www.ciopages.com/work-with-us#listings
Claim your listing (free)	https://www.ciopages.com/directory/for-vendors#claim
Submit a new listing (free)	https://www.ciopages.com/directory/submit
Buy a placement — open slots by guide	https://www.ciopages.com/directory/for-vendors#spotlight
Vendor portal	https://www.ciopages.com/directory/portal
Advertising disclosure (how Spotlight works)	https://www.ciopages.com/directory/spotlight-policy
Our editorial principles	https://www.ciopages.com/editorial-policy
Send a correction	https://www.ciopages.com/contact?topic=correction
Frequently asked questions	https://www.ciopages.com/work-with-us/faq
The Directory	https://www.ciopages.com/directory
Buyer Guides	https://www.ciopages.com/buyer-guides
Contact us	https://www.ciopages.com/contact
This document, latest version	https://www.ciopages.com/downloads/ciopages-vendor-guide.pdf
The combined guide, all three parts	https://www.ciopages.com/downloads/ciopages-partner-editorial-kit.pdf

Something here didn't answer your question? Write to us at <https://www.ciopages.com/contact> and pick the closest inquiry type — it routes to the right person rather than the general queue. Questions that reach us twice tend to end up in this document, which is better for everyone.

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