

MEDIA KIT • 2026

Advertise where infrastructure gets bought.

viabandwidth is the independent, verification-first directory of GPU compute, colocation and carrier networks. The people who land here are specifying capacity, comparing operators and requesting quotes, which means a single well-placed message reaches buyers at the exact moment they are deciding who to call.

588

GPU OPERATORS INDEXED

2,061COLOCATION
OPERATORS**15,800+**CARRIER NETWORKS
TRACKED**97**

COUNTRIES COVERED

A directory people trust because nothing here is pay-to-play.

Every operator in viabandwidth is verified against network evidence rather than self-reported marketing claims. Sourcing classifications separate direct operators from resellers, facility locations are confirmed through routing analysis and paid visibility is always labelled. *Payment never buys a verification badge.*

That policy is exactly why an advertisement here carries weight. Buyers rely on the data because it has not been distorted by whoever paid the most, so a clearly labelled sponsored message sits inside a context of trust instead of a wall of noise.

PILLAR • GPU COMPUTE

GPU Compute Directory

Providers of H100, H200, B200 and 45 further GPU models, classified as direct operators, marketplaces or resellers and mapped to verified metros. The primary destination for teams sourcing training and inference capacity.

588 operators • 48 GPU models • 39 verified metros

PILLAR • COLOCATION

Colocation Directory

Carrier-neutral facilities and direct operators searchable by country, certification and service type, with compliance signals such as ISO 27001, Uptime Tier III/IV, SOC 2 and PCI DSS surfaced on every profile.

2,061 operators • 69 countries • 8 certification filters

PILLAR • CARRIER & BANDWIDTH

Carrier Directory

Networks offering DIA, IP transit, MPLS, wavelengths, ethernet and dark fiber, each profiled with announced route space and live network activity signals drawn from continuous observation.

15,800+ networks tracked • 2,895 profiled in depth • 97 countries

PILLAR • IP INTELLIGENCE

IP Intelligence

Prefix and ASN lookups with routing status, RIR registration data and suballocation evidence, plus analyst-reviewed reports ordered by network engineers and researchers doing serious diligence.

Free lookups • Analyst reports • Routing evidence

Nobody reads a colocation directory for fun.

Visitors arrive through high-intent searches such as *"H200 hosting Frankfurt"*, *"carrier-neutral colo Jakarta"* or *"IP transit provider Brazil"*, then filter, shortlist and contact operators directly. There is no entertainment traffic to dilute your spend. Every session is a procurement session in some stage of maturity.

WHO YOU REACH

- ▶ **AI and ML infrastructure teams** comparing GPU clouds, dedicated GPU servers and marketplaces before committing to capacity contracts.
- ▶ **Network engineers** evaluating carriers, transit, wavelengths and IP space with routing evidence in hand.
- ▶ **Procurement and infrastructure leads** shortlisting colocation by country, power and certification for expansion and migration projects.
- ▶ **MSPs, hosters and resellers** sourcing upstream capacity and building vendor benches for their own clients.

COVERAGE AT A GLANCE

48	39	69	152
GPU MODELS INDEXED	VERIFIED GPU METROS	COLOCATION COUNTRIES	NETWORK-VERIFIED DIRECT GPU OPERATORS

Straight answers on traffic. viabandwidth launched in 2026, so the audience is still early and we would rather say so than inflate it. Every quote ships with our live analytics and search figures, and the founding rates in this kit are priced for exactly this stage, then locked for twelve months while the directory grows underneath your placement.

Six placements. All labelled. No walls of banners.

Where research sponsorship reaches buyers. Our market reports catch buyers at the moment of intent. They rank in search, they get quoted by AI assistants when someone asks about the market, and they surface as "Related research" beside the exact operator profiles buyers are already reading. A sponsor's credit rides all three, which is the best chance to be found that this site can offer.

Inventory is deliberately scarce. Each page carries at most one sponsorship position, one in-content banner and two featured cards, which keeps the directory readable and keeps your message from competing with a dozen others.

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|----|--|--|
| 01 | Featured Provider Card

Your listing pinned to the top of a pillar directory with a labelled sponsored tag, shown before organic results to every visitor browsing that pillar. | Position Top of directory
Scarcity Max two per page
Format Logo 400×400 px + copy |
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| 02 | Category Sponsorship

Exclusive sponsorship of a single GPU model page (H100, H200, B200 and others) or a country page, placing your banner and message in front of everyone researching that exact category. | Position Model or country page
Scarcity One sponsor per page
Format Billboard 970×250 px |
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|----|--|---|
| 03 | Pillar Sponsorship

The flagship position. A "presented by" credit with your logo across every page of one full pillar, from the directory index to individual operator profiles. | Position Every page of a pillar
Scarcity One sponsor per pillar
Format Logo + credit line + link |
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- | | | |
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| 04 | In-Content Banner

A single labelled banner inside the content flow of every directory and profile page in one pillar, served as a static image with a direct link from our own server, never through a third-party ad network. | Position In-content, one per page
Scarcity One advertiser per pillar
Format 728×90 + 300×250 px |
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| 05 | Sponsored Guide

A buyer's guide researched and written by our editorial team on a topic adjacent to your product, clearly labelled as sponsored, published at a permanent URL and linked from the relevant directory pages. | Position Permanent editorial URL
Scarcity Limited monthly slots
Format 1,200+ word guide |
|----|---|---|
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What the placements look like.

Helios Compute is a fictional advertiser invented for this kit. Every position carries a visible sponsored label on the live site exactly as shown here, all creative is static with no animation and no third-party trackers, and we review every asset before it goes up.

01 • FEATURED PROVIDER CARD

SPONSORED

H

Helios Compute DIRECT OPERATOR
GPU CLOUD • H100 • H200 • FRANKFURT • AMSTERDAM
Reserved and on-demand H200 clusters with 3.2Tbps
InfiniBand, deployed from EU datacenters within 48 hours.
[Visit provider →](#)

You supply: logo 400 × 400 px (SVG or transparent PNG) + copy ≤ 160 characters + landing URL. We set the card in house style.

02 • CATEGORY BILLBOARD

SPONSORED

H

**H200 capacity in Frankfurt.
Live in 48 hours.**
HELIOS COMPUTE • HELIOSCOMPUTE.EXAMPLE

SEE INVENTORY →

Billboard 970 × 250 px • JPG or PNG • ≤ 150 KB • desktop, top of a GPU model or country page

03 • IN-CONTENT BANNER SET

SPONSORED

H

H200 clusters from €1.90 per GPU-hour

SEE INVENTORY →

Leaderboard 728 × 90 px • desktop, in content flow

GPU DIRECTORY • PRESENTED BY

H

Helios Compute

SPONSORED

Pillar credit • wordmark 600 × 200 px SVG • every page of the pillar

SPONSORED

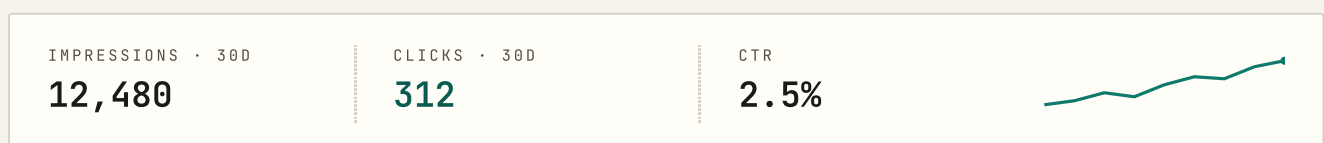
H

**H200 capacity.
Live in 48 hours.**

SEE INVENTORY →

Rectangle 300 × 250 px
tablet and mobile

04 • YOUR REPORTING DASHBOARD



Illustrative figures. Every advertiser gets a dashboard login covering impressions, clicks and CTR per placement, plus access to the raw request logs behind it, so you can verify every number we report yourself.

Founding sponsor rates.

viabandwidth launched in 2026 and traffic is still early, which we would rather tell you plainly than hide behind vague reach claims. Founding rates reflect that stage. Book during 2026 and your rate is locked for twelve months while coverage and traffic grow underneath it, so you take a chance on a young directory and in return you keep the cheapest position it will ever sell.

PLACEMENT	POSITION	FOUNDING RATE	STANDARD RATE
Featured Provider Card	Top of one pillar directory	\$145 / month	\$290
Category Sponsorship	One GPU model or country page	\$95 / month	\$190
Pillar Sponsorship	Every page of one pillar	\$445 / month	\$890
In-Content Banner	Directory + profile pages, one pillar	\$75 / month	\$150
Sponsored Guide	Permanent editorial URL	\$345 one-off	\$690
Research Report Sponsorship	Report + homepage + profile modules	\$250 per report	\$500

TERMS

- ▶ **Founding rates** lock for twelve months from your first booking.
- ▶ **Quarterly commitment** takes a further 15% off any monthly placement.
- ▶ **No banner ready?** We design a clean static set from your logo and message for a flat \$120.

CREATIVE REQUIREMENTS

- ▶ **Billboard** 970 × 250 px · JPG or PNG · 150 KB max.
- ▶ **Banner set** 728 × 90 px and 300 × 250 px · JPG or PNG · 150 KB each. Supply 2× resolution PNG for sharp retina rendering.
- ▶ **Logo** 400 × 400 px mark or 600 × 200 px wordmark · SVG or transparent PNG.
- ▶ **Copy** up to 160 characters plus an https landing URL, UTM tags welcome. Static images only, no animation, no third-party tags.

Custom programs. Multi-pillar packages and campaigns built around a product launch are quoted individually. Tell us the outcome you want and we will propose the smallest package that achieves it.

What we will never run.

The value of every placement in this kit depends on the directory staying credible, so these rules are not negotiable at any budget.

NEVER

- ✗ Popups, interstitials or anything that interrupts a visitor mid-research.
- ✗ Programmatic banner networks or third-party ad trackers.
- ✗ Unlabelled native content presented as independent editorial.
- ✗ Any placement that implies verification. Paying buys visibility, never a badge.

ALWAYS

- ▶ Every sponsored position is clearly labelled as such.
- ▶ Advertisers are relevant to infrastructure buyers: hardware, networking, DCIM, security, financing and adjacent software.
- ▶ Organic rankings and verification data remain untouched by spend.
- ▶ We decline advertisers who do not fit, so the audience stays clean for those who do.

HOW TO BOOK

- 01 Email advertise@viabandwidth.com with the placement you want and your preferred start month.
- 02 We confirm availability and send current traffic figures with your quote **within two business days**.
- 03 Invoice is issued through Stripe with **card or bank transfer** accepted, and your placement goes live within five business days of creative approval.