

GARTNER MEDIA PRODUCTS GUIDELINES FOR REPRINT PROMOTION

All intended promotional usage and language must be submitted to the Gartner Reprints Department at reprints@gartner.com for review and approval. A Reprints representative will work with the Gartner Quote Request team to process approvals. Quote Requests' turnaround time is 24 to 48 hours.

WHEN CAN I SUBMIT REPRINT PROMOTIONAL LANGUAGE FOR APPROVAL?

Reprint promotional language may be submitted once the report has been published on gartner.com and when a signed contract has been accepted by the Gartner Reprints Department.

WHAT DO I NEED TO INCLUDE WITH MY REQUEST?

When submitting your request, we must receive the intended promotional language in the full context in which it will appear (e.g., screenshot of Web site, full newsletter, etc.). The promotional language must be industry-general and not appear to endorse a vendor, product or service, or to criticize a vendor's competitor. If promoting your reprint on a third-party Web site, a link to that Web site should be provided.

HOW CAN I USE THE GARTNER LOGO?

The Gartner registered trademark logo may be used and is provided by either Gartner Quote Requests or Gartner Reprints. The logo should appear separate from any other logos and the font should appear smaller in size than that of the hosting vendor logo.

WHAT PROMOTIONAL LANGUAGE CAN I USE TO PROMOTE MY REPRINT?

Promoting the reprint as "free" is not permitted; "complimentary" should be used instead. The reprint should be promoted as a "report" or "note" and not as a "white paper." In addition, Gartner does not permit a reprint to be promoted on third-party Web sites that may be deemed a competitor. Approved Web sites include but are not limited to, Tech Target, Bitpipe and CNET Networks. In order to determine if a Web site is deemed a competitor, please send the Web site's name and URL to Gartner Quote Requests. For approved third-party Web sites, the promotional language must link back to the landing page on your Web site where the reprint resides.

EXAMPLES OF WHAT GARTNER WILL ALLOW:

"View the Gartner report, compliments of Company ABC, [here](#)."

"Company ABC positioned as leader in Gartner Magic Quadrant. [Click here to read the full report](#)."

EXAMPLES OF WHAT GARTNER WILL NOT ALLOW:

"Access a copy of the Gartner white paper [here](#)."

"Company ABC named leader by Gartner: [click here to read the FREE report](#)."