

2024 MEDIA  
PLANNER



**GENERATE  
LEADS**  
and  
**BUILD  
BRANDS**

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## A Letter from the Publisher

Automation is transforming every segment of manufacturing and production, and with these changes comes the need for innovative tools and technologies, or exciting new ways to use existing ones. Along the way, Automation.com and InTech inform, collaborate with, and bring together industry professionals through our multimedia resources.

Automation.com and InTech brand media are subsidiaries of the International Society of Automation. Our publications include websites, digital magazines, newsletters and webinars with an unparalleled global reach of industry professionals. These include 127,000 digital subscribers, webinar registrants, and online and social media consumers who want to hear from us about Industry 4.0, smart manufacturing, digital transformation, cybersecurity, and other relevant topics.

We encourage you to reach out and discuss the advertising opportunities that best suit your needs for 2024. We can guide you through an entire year of valuable opportunities and lead generation that you can continue to leverage for your own in-house promotions.

See why your peers renew their marketing campaigns with Automation.com and InTech year after year!

Rick Zabel, Publisher

ISA YouTube Channel

ISA Membership



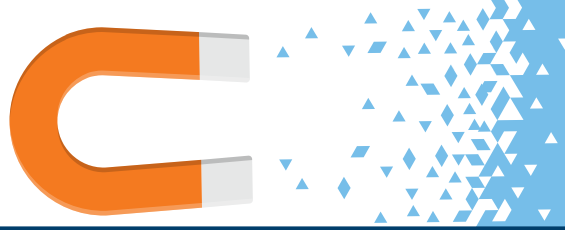
**International Society of Automation**  
*Setting the Standard for Automation™*

### Setting the Standard for Automation™

The International Society of Automation (ISA) is a non-profit professional association founded in 1945 to create a better world through automation. ISA advances technical competence by connecting the automation community to achieve operational excellence and is the trusted provider of standards-based foundational technical resources, driving the advancement of individual careers and the overall profession. ISA develops widely used global standards; certifies professionals; provides education and training; publishes books and technical articles; hosts conferences and exhibits; and provides networking and career development programs for its members and customers around the world.

ISA created the ISA Global Cybersecurity Alliance ([isa.org/ISAGCA](http://isa.org/ISAGCA)) to advance cybersecurity readiness and awareness in manufacturing and critical infrastructure facilities and processes. The Alliance brings end-user companies, automation and control systems providers, IT infrastructure providers, services providers, system integrators, and other cybersecurity stakeholder organizations together to proactively address growing threats. ISA owns Automation.com, a leading online publisher of automation-related content. Through a wholly-owned subsidiary, ISA bridges the gap between standards and their implementation with the ISA Security Compliance Institute ([isasecure.org](http://isasecure.org)) and the ISA Wireless Compliance Institute ([isa100wci.org](http://isa100wci.org)).

[Learn more at isa.org.](http://isa.org)



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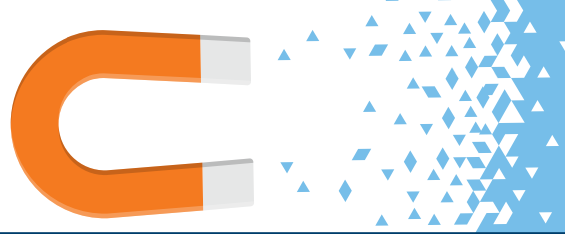
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ISA's publications and events provide multiple avenues for showcasing your advertising, content, and thought leadership. We can use your existing materials, or our editorial team can help you create new ones. You'll find opportunities for generating leads and increasing the reach of your marketing message and brand by appearing in:

- AUTOMATION 2024 Digital Magazine
- *InTech* Digital Magazine
- Automation.com and InTech sole-sponsored newsletters
- Automation.com Spotlight Eblasts
- Automation.com website and supplier directory
- Automation.com hosted webinars
- ISA hosted webinars and conferences

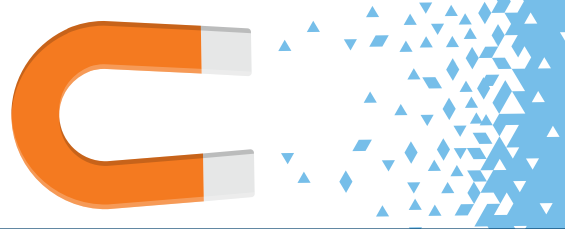
Along with ISA's history, reputation, and membership, Automation.com and InTech offer unmatched exposure to your target audience.

## Energize your marketing efforts!

- Generate leads
- Raise brand awareness/build brand affinity
- Introduce new products and services
- Announce events
- Increase website traffic

Sponsor Content Type	Spotlight*	Alert*	Newsletter*	Digital magazine*	Website
<i>Thought-leader article</i>			✓	✓	✓
<i>Product</i>			✓	✓	✓
<i>Whitepaper</i>		✓	✓	✓	✓
<i>Webinar</i>		✓			✓
<i>Video</i>	✓	✓			✓

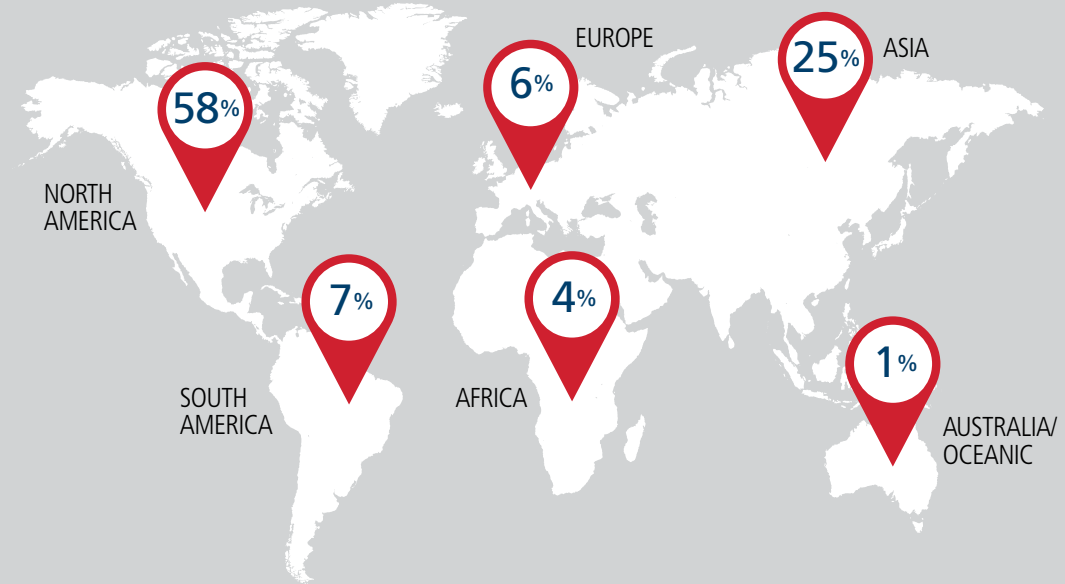
\*Offers lead-generation



## Top Decision-makers

<b>Automation / Control Engineering</b>	<b>20%</b>
<b>Engineering Management</b> Includes Facilities, General or Operations, Project, and Supply Chain Management.	<b>13%</b>
<b>Operations and Maintenance</b> Includes Environmental Controls, Measurement, Technical/Application Support, and Technicians.	<b>12%</b>
<b>Design Engineering</b> Includes Systems Design, Product Design, OEM Products/ Systems Engineering, and Research & Development.	<b>6%</b>
<b>Production/Manufacturing Engineering</b> Includes Quality Control, Evaluation & Testing, Process Engineering, Plant Engineering, and Instrumentation.	<b>10%</b>
<b>Engineering, Other</b> Includes Application, Consulting, Safety Systems, Software, and Systems Integration.	<b>10%</b>
<b>Other</b> Includes IT, Purchasing/Procurement, and Network/Communications.	<b>6%</b>

## Global Audience of Automation Professionals



The percentages are based on 127,000 subscribers

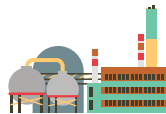
## Diverse Industries



**25%**

### Manufacturing Automation

Includes Industrial Machinery & Equipment, Electronics & Other Electronic Equipment, Transportation, Instrument & Control Apparatus, Communications, and Other Factory Products



**33%**

### Process Automation

Includes Petroleum Refining, Oil & Gas, Mining, Utilities, Food & Beverage, Pharmaceutical, Chemicals, and Other Consumer Products



**42%**

### Engineering and Technical Services

Includes Engineering Services, Systems Integration, Consulting, Research & Development, Sales, Construction, Education, Government, and Other



## Interested and Engaged Technical Audience

### Most Important Topics

Analytical, Test & Calibration Tools	33%
Artificial Intelligence	30%
Cloud Analytics / Cloud Storage	14%
Control Systems	78%
Cybersecurity	41%
Digital Transformation	32%
Edge Computing	19%
Environment & Sustainability	14%
IIoT	38%
Industry 4.0	35%
Instrumentation	67%
Machine Learning	23%
Plant Floor to Enterprise Communication	16%
Robotics	21%
Safety	42%
Smart Manufacturing	22%
Wireless Communication	38%

### Company Size

499 or less employees

**40%**

500-4,999 employees

**24%**

5,000 or more employees

**25%**

### Areas of 2023 Spending Predicted To Be Up or Stable

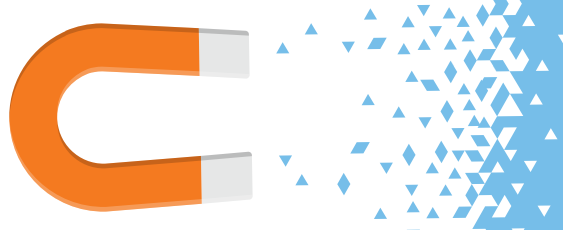
	Up	Stable	Total
Smart Manufacturing / Industry 4.0	33%	23%	56%
Process Automation	43%	31%	74%
Manufacturing & Machine Control	28%	32%	60%
Operations & Management	30%	36%	66%
Cybersecurity & Connectivity	43%	24%	67%

**More than one-third expect their company's spend to increase in 2024.**

Source: August 2023 Reader Survey

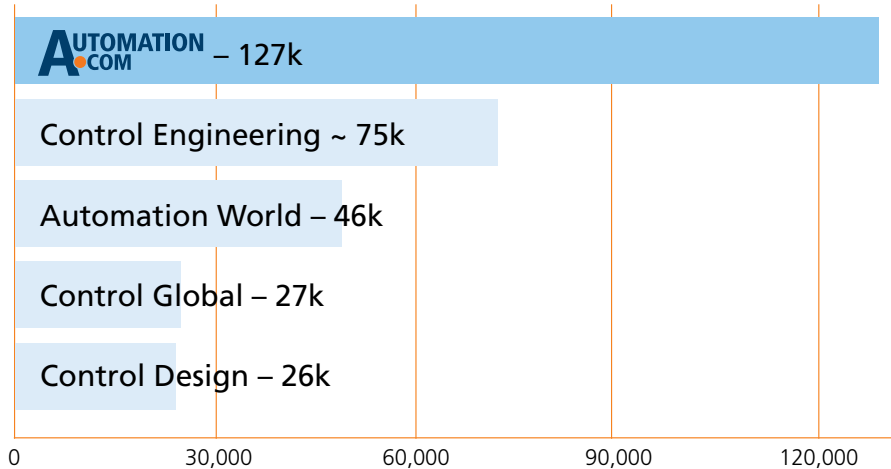
### Actions Taken After Reading Publications

AUTOMATION COM	InTech
Shared ad or article with others	
<b>55%</b>	<b>57%</b>
Visited company's website	
<b>62%</b>	<b>64%</b>
Saved ad or article for future use	
<b>49%</b>	<b>53%</b>
Identified potential suppliers	
<b>38%</b>	<b>39%</b>
Collected information for purchase	
<b>29%</b>	<b>28%</b>
Contacted company or sales rep	
<b>16%</b>	<b>20%</b>

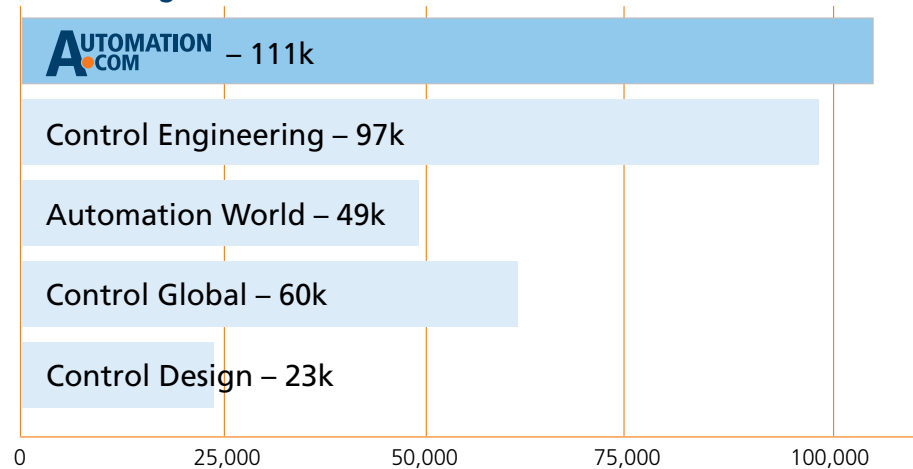


## Interested and Engaged Technical Audience

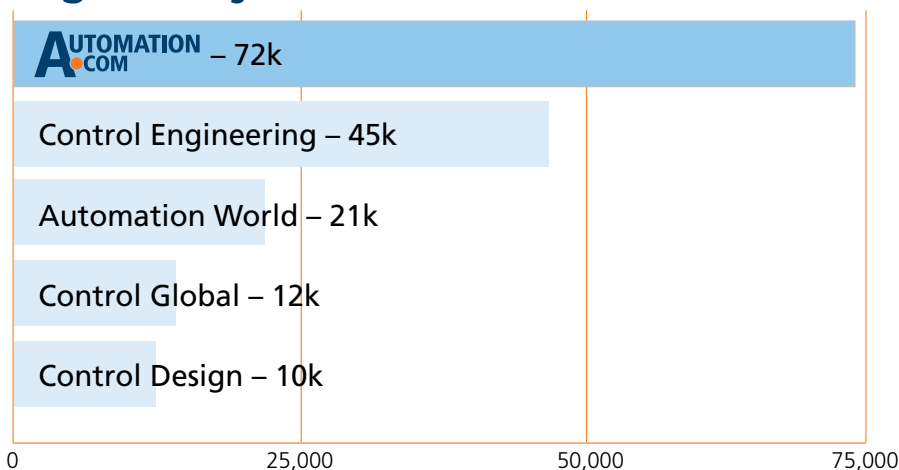
**E-newsletter Subscribers<sup>1,2</sup>**



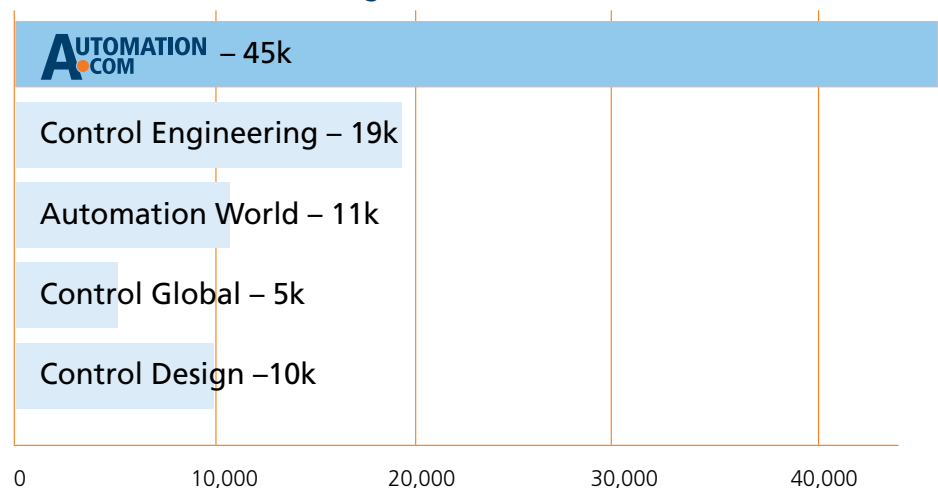
**Monthly Website Visitors<sup>1,2</sup>**



**Organic Keywords<sup>3</sup>**



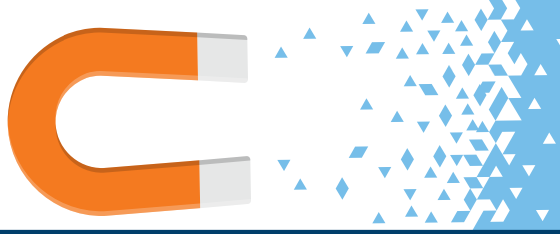
**Estimated Monthly SEO Clicks<sup>3</sup>**



<sup>1</sup> Source: Google Analytics

<sup>2</sup> Source: Competitive Media Planners

<sup>3</sup> Source: SpyFu



## Proven Lead-Generation Opportunities for Marketers

### Leads from eMessage Clicks

Leads delivered from clicks in our electronic messages typically include the following standard fields. Leads from clicks is the least-invasive method for our subscribers because submission of a form is not required to access your link or asset. However, because we rely on the subscriber data already in our database, that also means every lead may not contain every field listed below.

- Email Address
- First Name
- Last Name
- Company
- Job Title
- Job Function
- Industry Segment
- Address
- City
- State
- Zip Code
- Country

### Leads from Digital Magazines and Webinars

Leads are generated from forms submitted to download the digital magazine or register for the webinar. We create a form for each digital magazine and webinar, which typically includes the following required fields. For single-advertiser digital magazines or webinars, we can customize the fields on the form to meet your needs.

- Email Address
- First Name
- Last Name
- Company
- Job Function
- Zip Code
- Country

### Custom Form Capability

Does your lead generation campaign include an asset that you would like to gate behind a form? We can set up a custom form and landing page, including all the fields you require. However, we suggest only requiring a minimum number of field so you don't deter form submissions. There is an additional charge for each custom form.

### Lead Delivery

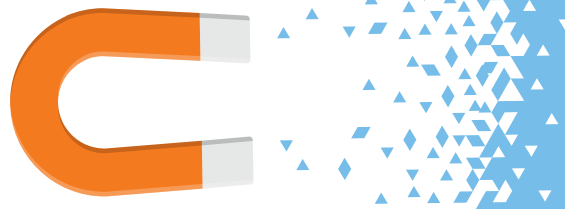
Leads are typically supplied to the advertiser 7-10 days after deployment of a lead generation activity.

LEADS

## Privacy & Opt-in Compliance

Our Privacy Policy details how we collect and share subscriber information with our advertisers and sponsors. With the adoption of more stringent privacy regulations in various parts of the world, we are positioned to fulfill your company's privacy and opt-in requirements. [Click here for more details by lead generation opportunity.](#)



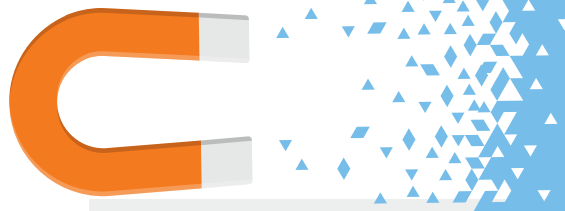


	<b>InTech</b>	<b>AUTOMATION</b> <sup>2024</sup>	<b>InTech</b>	<b>AUTOMATION</b> <sup>2024</sup>	<b>InTech</b>	<b>AUTOMATION</b> <sup>2024</sup>	<b>AUTOMATION</b> <sup>2024</sup>	<b>InTech</b>	<b>AUTOMATION</b> <sup>2024</sup>
	<b>FEBRUARY</b>	<b>MARCH</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>SEPTEMBER</b>	<b>OCTOBER</b>	<b>NOVEMBER</b>
<b>ISSUE THEME</b>	Process Measurement	IIoT, Digital Transformation & Smart Manufacturing	Industrial Security, Connectivity & Networking	Digital Transformation for Sustainability	Asset Management, Maintenance, Operations	<b>9th Annual Automation &amp; Control Trends Report</b>  	<b>1st Annual Cyber Security Trends Report</b>	Machine Control & Engineering	IIoT, Digital Transformation & Smart Manufacturing
<b>ARTICLE TOPICS</b>	Flow, level, temperature instruments; remote monitoring, data analytics; maintenance; autonomous plant operations	Data analytics, remote/autonomous operations, cloud & edge computing, artificial intelligence, machine learning, system integration	Cyber security, safety, wireless networks, Ethernet/IP, OPC UA, network management	Carbon capture; clean technology, remote monitoring; smart valves; digital twin; predictive maintenance; energy management	Digital twin, HMI/SCADA, predictive maintenance, remote monitoring, safety & security, flow/level/temperature instrumentation			Machine & motion control, SCADA, edge computers, asset management & maintenance, engineering simulation, virtual commissioning, wireless	Smart factories, robots, autonomous vehicles, industrial open computing, machine building, remote monitoring & maintenance
 <b>ISA CONTRIBUTORS, STANDARDS &amp; CONSORTIA</b>	Process Measurement, Power, ISA18, ISA67, ISA77, ISA75, ISA96,	ISA106, ISA108, Smart Mfg. & IIoT, Metals & Mining, ISA100 Wireless	ISA99/62443, ISASecure, ISAGCA, Safety Instrumented Systems	CHEMPID, Building Automation Division, ANSI/ISA/IEC 62443	Food & Pharma Division, ISA88, ISA95, ISA99, ISA101, Safety Systems	ISA95, ISA84, ISA100 Wireless, Building Automation	ISA18, ISA99/62443, ISAGCA, ISASecure	ISA101, ISA99/6343, Automation Project Management, Water/Wastewater, Pulp & Paper	Robotics, Smart Manufacturing & IIoT, Process Automation & Control
<b>EDITORIAL CONTENT DUE</b>	15-January	15-February	15-March	14-April	15-May	15-June	15-August	13-September	16-October
<b>AD MATERIALS DUE</b>	9-February	9-March	10-April	9-May	10-June	10-July	8-September	10-October	9-November
<b>PUBLICATION DATE</b>	27-February	27-March	29-April	26-May	28-June	27-July	27-September	28-October	25-November

Published in PDF format; email distributed to 127,000 subscribers – LEAD GENERATION OPPORTUNITY

[Editorial Guidelines](#)

[Ad Material Specs](#)



**InTech Plus Newsletter**

Email distributed to 118,000; single-sponsor per issue—LEAD GENERATION OPPORTUNITY

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<i>InTech Plus</i>	10, 24	7, 21	6, 20	4, 17	1, 15, 29	12, 26	10, 24	7, 21	4, 18	2, 16, 30	13, 27	11

**Automation.com Newsletters (Editorial-based)**

Email distributed to 112,000 - 121,000; single-sponsor per issue — LEAD GENERATION OPPORTUNITY

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<i>Automation Insights</i>	3, 17, 31	14, 28	13, 27	10, 14	8, 22	5, 19	3, 17, 31	14, 28	11, 25	9, 23	6, 20	4, 18
<i>Cybersecurity &amp; Connectivity</i>		20		16			6	13		8		16
<i>Factory Automation &amp; Control</i>		29		2		13		29		3		3
<i>IIoT &amp; Digital Transformation</i>		8			21				3			
<i>Industrial Sustainability</i>			21				9				21	
<i>Process Automation &amp; Control</i>	25		12		28		25		26		26	

**Automation.com Alert Eblasts (Advertorial-based)**

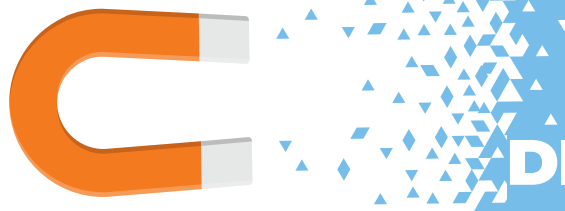
Published 4x per month in HTML format; email distributed to 110,000; two sponsors per issue—LEAD GENERATION OPPORTUNITY

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<i>Featured Content Alert</i>	5, 12, 19, 26	2, 9, 16, 23	1, 8, 15, 22, 29	5, 12, 19, 26	3, 10, 17, 24, 31	7, 14, 21, 28	5, 12, 19, 26	2, 9, 16, 23, 30	6, 13, 20, 27	4, 11, 18, 25	1, 8, 15, 22	6, 13, 20, 27

**Automation.com Spotlight Eblasts (Advertorial-based)**

Published throughout the year in HTML format; email distributed to 112,000 - 121,000; multiple sponsors per issue—LEAD GENERATION OPPORTUNITY

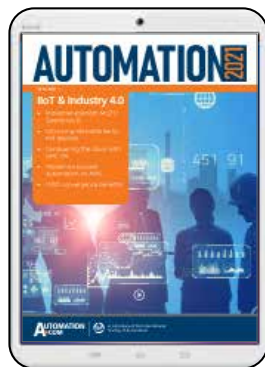
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<i>Cybersecurity &amp; Connectivity Spotlight</i>	30	27	26	24	23	25	16	27	24	24	19	17
<i>Factory Automation &amp; Control Spotlight</i>	23	22	19	18	14	20	23	22	17	17	12	12
<i>IIoT &amp; Digital Transformation Spotlight</i>	18	13	14	9	9	11	18	15	10	10	5	1
<i>Process Automation &amp; Control Spotlight</i>	9	1	7	4	7	4	11	1	5	1	14	5



**!** Reach **121,000** automation and control professionals—the largest and most influential email subscriber database in the industry.

## Combines Thought Leadership with Lead Generation

The AUTOMATION 2024 digital magazine series is a PDF-based digital magazine covering the most important topics in industrial automation: Cybersecurity & Connectivity, and IIoT & Industry 4.0. It combines advertising for brand awareness, thought-leadership articles to support content-marketing campaigns, and click-through links to your website in a package that's easily read and easily shared by our global audience of 121,000 automation professionals. Issue sponsors receive leads by providing articles, advertisements, or both related to a theme.



**121,000** Subscribers + High-Quality Topical Content = Extraordinary Brand Awareness & Lead Generation

## Digital magazine Issue/Topic

### IIoT, Digital Transformation & Smart Manufacturing

March, November

Digitalization  
Industrial Internet of Things  
Edge/Cloud Computing  
IT/OT Convergence  
Engineering Design/Simulation  
Data Analytics, AI/ML  
Supply Chain Optimization  
Autonomous Operations

### Digital Transformation for Sustainability

May

Carbon Capture  
CO2 Compression & Transport  
Remote Monitoring  
Smart Valves  
Digital Twin  
Predictive Maintenance  
Energy Management

### Annual Industrial Automation Trends Issue

July

Open Control Systems  
5G, Wi-Fi, Other Wireless Comm  
Modular Design  
Real-Time Manufacturing Business Systems  
Digital Manufacturing Architectures  
Robotics  
More TBD

### Annual Cybersecurity Trends Issue

September

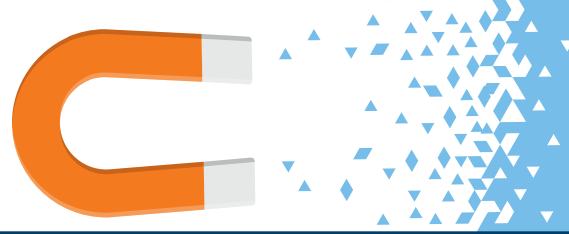
Cybersecurity Standards and Best Practices  
IT/OT Convergence  
Network Management Devices  
Wireless Connectivity  
Industrial Ethernet  
OPC UA  
FDT

Advertising Opportunities	Rates
<b>Basic:</b> Content <i>OR</i> full-page ad	4,405 USD
Contribute a non-promotional, technical whitepaper or article related to the topic <i>OR</i> a full-page ad	
<b>Platinum:</b> Content <i>PLUS</i> full-page ad	6,610 USD
Contribute a non-promotional, technical whitepaper or article related to the topic <i>AND</i> a full-page ad	
<b>Premium:</b> Digital magazine content with bonus distribution	8,290 USD
In addition to the digital magazine, your content will be published	
<ul style="list-style-type: none"> <li>• in a premium position on Automation.com's home page, news, and portal pages</li> <li>• in a Featured Content Alert eblast distributed to 115,000 automation professionals.</li> <li>• Receive additional leads from clicks on Automation.com's social media platforms</li> </ul>	
<b>Article Writing Services</b>	2,200 USD
Leverage Automation.com's experienced editorial staff to generate article content for inclusion in the digital magazine.	

[View Example](#)

[Editorial Guidelines](#)

[Ad Material Specs](#)



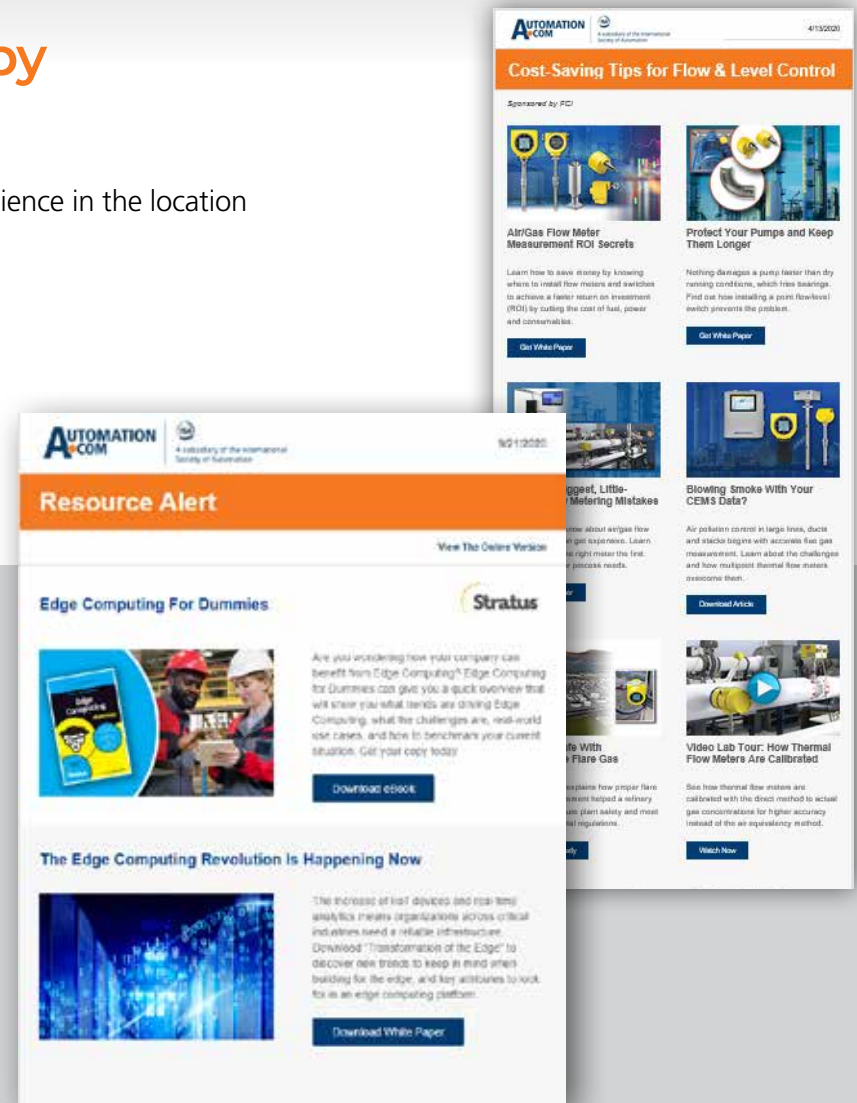
**!** Reach **108,000** automation and control professionals—the largest and most influential email subscriber database in the industry.

## Target Your Email Marketing Campaign by Geographical Segment

Promote your content with a custom email message delivered to Automation.com’s audience in the location of your choice.

- Your own email design or a customized Automation.com template
- Global, North America, US, or a custom audience
- With or without lead reporting

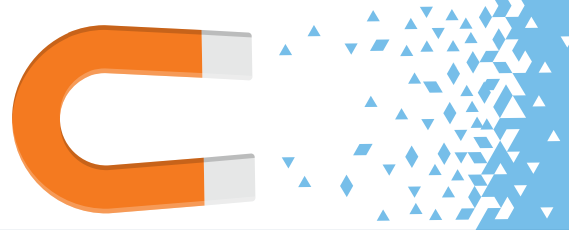
Advertising Opportunities	Rates
<b>Custom email message with lead reporting</b>	
Global	8,290 USD
North America Only	6,610 USD
United States Only	6,085 USD
Custom Audience	Contact us
Price without lead reporting depends on list size	



[View Example](#)

[Email Template Options](#)

[Ad Material Specs](#)



! Reach **121,000** automation and control professionals—the largest and most influential email subscriber database in the industry.

## Generate Leads as a Newsletter Sole Sponsor

- General and themed newsletters featuring the latest industry news, valuable updates, and informative articles
- Custom newsletter with your choice of topic available
- Generate leads via your hyperlinked content on Automation.com



\*See Newsletter Calendar for publication dates.

### General Topic Newsletter

**Automation Insights**  
(24 issues per year)

### Topical Newsletters

**Cybersecurity & Connectivity**  
(6 issues per year)

**Factory Automation & Control**  
(6 issues per year)

**IIoT & Digital Transformation**  
(3 issues per year)

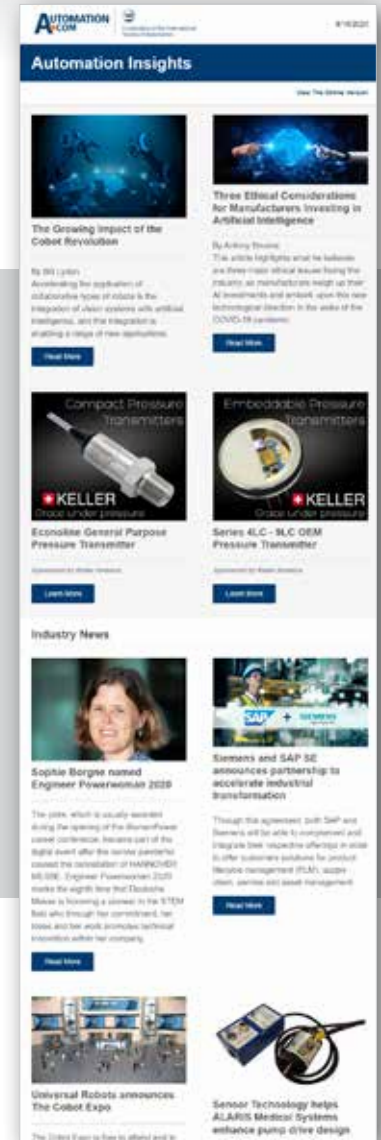
**Industrial Sustainability**  
(3 issues per year)

**Process Automation & Control**  
(6 issues per year)

Advertising Opportunities	Rates
<b>Sole sponsorship with two ads</b>	
Two newsletter ads and an optional contributed article with lead reporting	4,405 USD
<b>Sole sponsorship with four ads</b>	
Four newsletter ads and an optional contributed article with lead reporting	5,455 USD
<b>Article writing services</b>	
Leverage an Automation.com editor to help write your article content	2,200 USD

#### Frequency discounts:

- Purchase 6 issues and receive a **10%** discount
- Purchase 12 issues and receive a **15%** discount



## Custom Newsletter

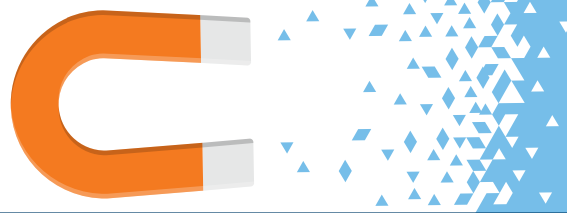
Be the sole sponsor of a custom newsletter featuring a combination of our editorial content and your contributed content and resources.

Content is based on a topic of your choice—such as advanced process control, enterprise asset management, industrial internet, or an industry vertical. Plus, you have exclusive branding in all advertising positions!

[View Example](#)

[Editorial Guidelines](#)

[Ad Material Specs](#)



! Reach **121,000** automation and control professionals—the largest and most influential email subscriber database in the industry.

## Spotlight a Product or Service in an Email Campaign

- A round-up of offerings in a newsletter format
- Yields subscribers' full contact information as leads
- Brand (non-lead-generating) sponsorship available—see below



\*See Newsletter Calendar for publication dates.

### Spotlight Topics

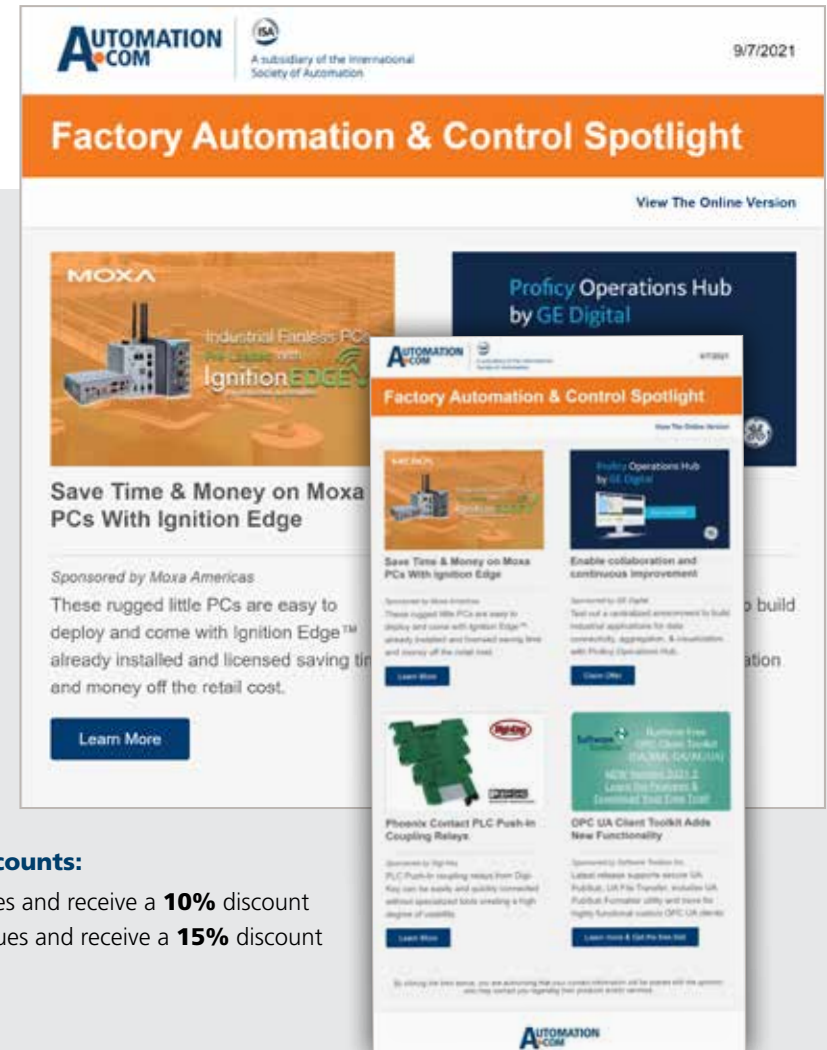
**Cybersecurity & Connectivity Spotlight**  
(12 issues per year)

**Factory Automation & Control Spotlight**  
(12 issues per year)

**IIoT & Digital Transformation Spotlight**  
(12 issues per year)

**Process Automation & Control Spotlight**  
(12 issues per year)

Advertising Opportunities	Rates
<b>Enhanced</b>	
Premium placement with lead generation	3,355 USD
<b>Standard</b>	
Placement after enhanced sponsors with lead generation	2,830 USD
<b>Resource</b>	
Placement after enhanced and standard sponsors—does not include lead generation	1,465 USD

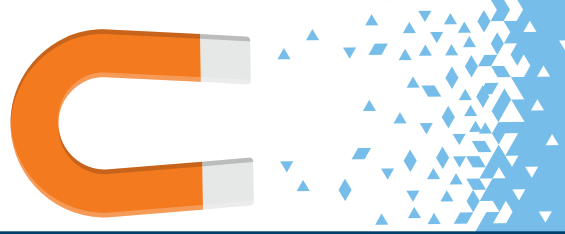


#### Frequency discounts:

- Purchase 6 issues and receive a **10%** discount
- Purchase 12 issues and receive a **15%** discount

View Example

Ad Material Specs



**!** Reach **110,000** automation and control professionals—the largest and most influential email subscriber database in the industry.

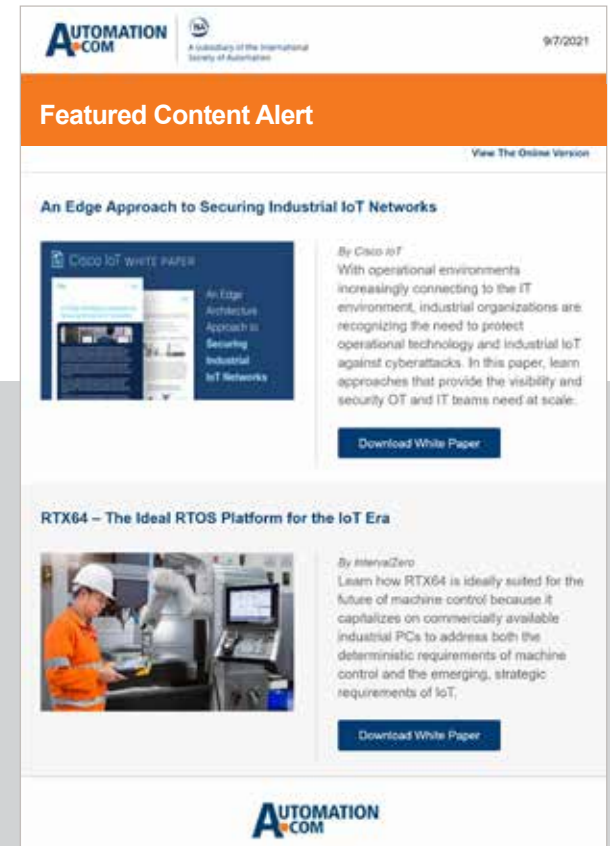
## Share Your Highest Quality Assets in an Email Campaign

- Whitepaper, video, catalog, digital magazine, or other
- Does not require readers to fill out a form
- Leads emailed to you in an Excel spreadsheet seven days after eblast deployment

Advertising Opportunities	Rates
<b>Featured Content Alert</b> <ul style="list-style-type: none"> <li>• Lead generation based on clicks</li> <li>• Distributed to 110,000 automation professionals</li> </ul>	4,405 USD
<b>Custom Alert Email</b> <ul style="list-style-type: none"> <li>• Our template will be customized to match your content</li> <li>• Target our Global, North America, or US subscribers</li> <li>• Select with or without lead reporting</li> </ul>	Price depends on list size
<b>Multi-format Placement</b> <p>Your content will appear:</p> <ul style="list-style-type: none"> <li>• in a Featured Content Alert eblast</li> <li>• in a premium position on Automation.com’s home page, news, and portal pages</li> <li>• on Automation.com’s social media platforms</li> </ul>	5,455 USD
<b>Sponsored Article</b> <p>Your article will appear:</p> <ul style="list-style-type: none"> <li>• in a premium position on Automation.com’s home page, news, and portal pages</li> <li>• on Automation.com’s social media platforms</li> </ul>	1,195 USD

**Frequency discounts:**

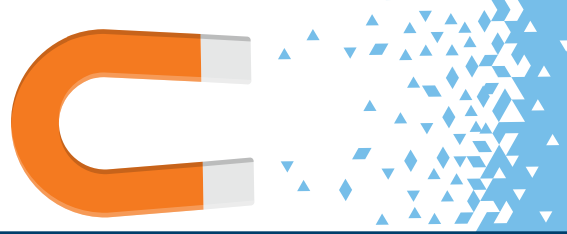
- Purchase 6 issues and receive a **10%** discount
- Purchase 12 issues and receive a **15%** discount



\*See Newsletter Calendar for publication dates.

[View Example](#)

[Ad Material Specs](#)



## Present as a Thought Leader with Our Editor

- Partner with us for an informative, educational live event
- Collaborate with us on your topic and content
- Hosted and moderated with a Q&A session
- Optional poll questions
- Pre-promotion on social media
- On-demand promotion continues for one month

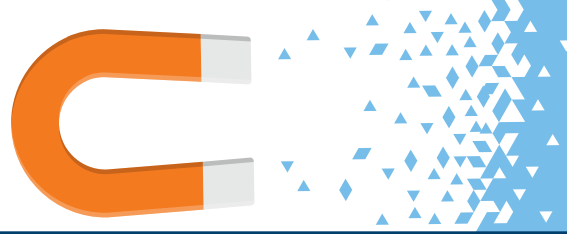
### Sponsors Include:

[View Example](#)

[Material Specs/Schedule Timeline](#)

Hosted Webinar		12,600 USD
Offering	Description	
Collaboration on topic	Automation.com and sponsor collaborate to determine a marketable topic for our audience.	
Editor-moderated	Our editor will moderate the event, including participating in the Q&A session with your speaker(s).	
Co-branded (sponsor + Automation.com)	Webinar is co-branded with Automation.com and sponsor's logos.	
Hosting and registration	Automation.com will provide the hosting services using GoTo webinar platform including landing page for registration, webinar reminders for registrants, and optional features, such as poll questions, handouts, and videos.	
Webinar promotion	Automation.com will publish and promote your webinar on our website and social media channels, and in our newsletters.  We will also create and send three custom email invitations to our global email subscribers or a predetermined segment of our subscribers.	
Record and archive	The webinar recording will be published on Automation.com's webinar channel. You will also receive a copy of the recording and transcript.	
Follow-up email to registrants	A follow-up email will be sent 1 day after webinar ends to all registrants that includes a copy of the webinar recording and any additional resources, if applicable.	
Post webinar promotion	Automation.com will send one post-webinar email to our global subscriber database promoting the recorded version of webinar with registration landing page.	

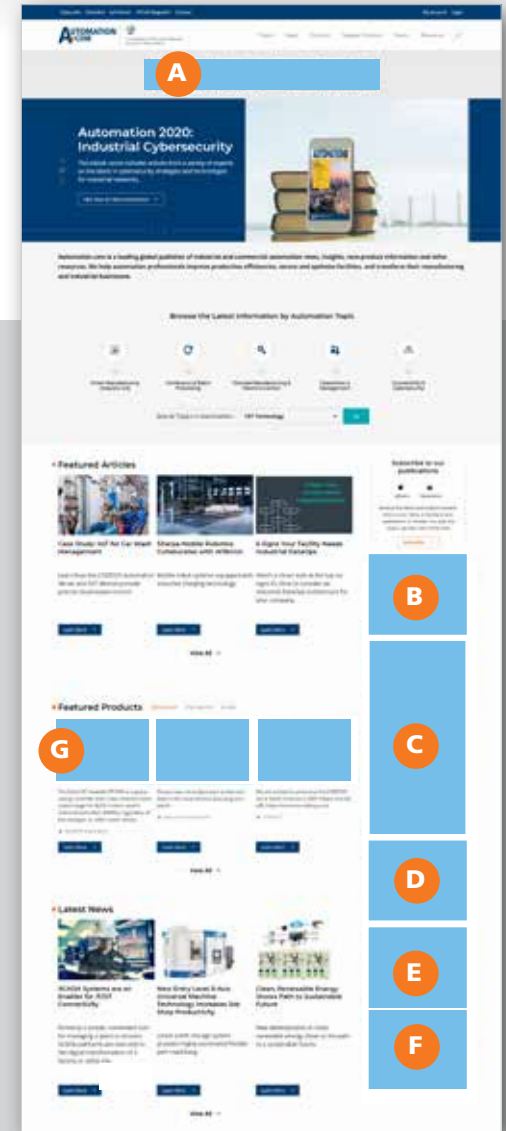




**!** Reach **111,000** automation and control professionals—the largest and most influential website visitor base in the industry.

## Home Page and Run-of-Site Ads on Automation.com

- Leaderboard, boom box, and skyscraper ads greatly increase brand awareness
- Welcome banner overlay demands attention
- Featured Product option leverages content marketing



### Welcome Banner Ad



Your 640- x 480-pixel banner is centered in an overlay as the reader engages with the web page. It displays on all site pages before content is displayed. Exclusive to one advertiser for one week. **3,500 USD** per week.



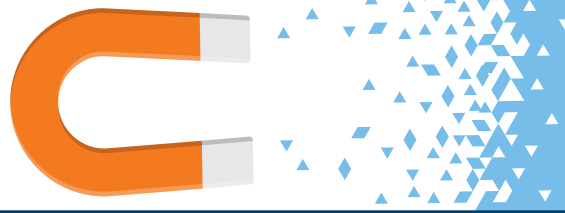
Advertising Opportunities		Ad Size in Pixels	Monthly Rates
<b>Banner Ad</b>			
A	Top Leaderboard	970 x 90 or 728 x 90	1,990 USD
B	Top Boombox	300 x 250	1,780 USD
C	Wide Skyscraper	300 x 600	1,780 USD
D	Boombox 1	300 x 250	1,045 USD
E	Boombox 2	300 x 250	940 USD
F	Boombox 3	300 x 250	835 USD
<b>Sponsored Content</b>			
G	Featured Product	Image, text, and URL	1,465 USD

#### Frequency discounts:

- Purchase 3 months and receive a **5%** discount
- Purchase 6 months and receive a **10%** discount
- Purchase 12 months and receive a **15%** discount

[View Example](#)

[Ad Material Specs](#)



**!** Reach **111,000** automation and control professionals—the largest and most influential website visitor base in the industry.

## Choose from Three Levels of Exposure

Engineers, technicians, and operations staff have been turning to ISA's Directory of Automation for years. Automation.com's online version provides global access and three levels of participation for product and services suppliers.

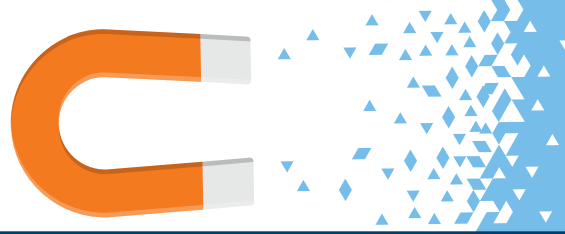


Advertising Opportunities	Annual Rates
<b>Web-Enabled Listing</b> <ul style="list-style-type: none"> <li>• Full-color logo</li> <li>• Company description</li> <li>• Links to website and email</li> <li>• Placement in an unlimited number of product categories</li> <li>• Listing appears above free listings</li> </ul>	730 USD
<b>Company Portal Upgrade</b> <ul style="list-style-type: none"> <li>• Your own portal featuring your news, product announcements, articles, and other content that we've published on Automation.com</li> <li>• Preferred editorial treatment of your materials elsewhere on our website</li> </ul>	940 USD
<b>Featured Company Upgrade</b> <p>Includes Company Portal Upgrade above, plus:</p> <ul style="list-style-type: none"> <li>• Your ad appears at the top of the directory main page, at the top of all search results, and throughout the directory</li> <li>• Full-color company logo or graphic</li> <li>• 250-word company description</li> </ul>	3,355 USD

To start using this valuable online reference tool, go to [www.automation.com/directory](http://www.automation.com/directory)

[View Example](#)

[Ad Material Specs](#)



## Let Us Help You Create New Content

- Benefit from collaborating with a content-marketing partner
- For short articles, we can combine blog posts, rewrite an application note, or excerpt a portion of a whitepaper
- For longer, in-depth articles or whitepapers, we can interview up to 3 subject matter experts (SMEs) and repurpose material from webinars, presentations, and other resources
- Tone can be journalistic with quotes from multiple sources or report-style bylined by your SME or a corporate executive

### Article Writing Services

Advertising Opportunities	Rates
<b>Adapted short article</b>	1,045 USD
<ul style="list-style-type: none"> <li>• 500-800 words repurposed from your original content, which can include whitepapers, videos, and application notes</li> </ul>	
<b>Original feature article or whitepaper</b>	2,200 USD
<ul style="list-style-type: none"> <li>• Up to 2,000 words crafted from interviews, website copy, webinars, or other materials</li> </ul> <p>Price includes Word document as deliverable and does not include whitepaper PDF layout. Contact us for a PDF layout quote</p>	
<b>Custom EBooks</b>	ASK FOR A QUOTE
<p>Our editors can help you select and adapt existing materials—articles, whitepapers, case studies or application guides—to create a 3- to 4-article, PDF-based digital magazine focused on the topic of your choice. Choose a cover and design template, insert ads or calls to action, and the result is a new asset. <a href="#">Click here</a> for more details.</p>	

**Recent sponsors include:**



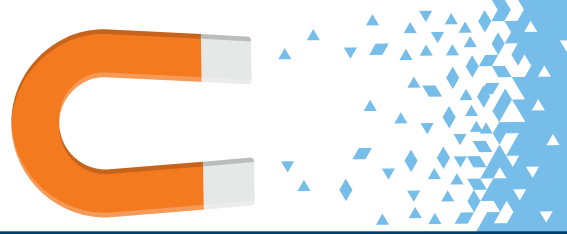
READER SURVEY

**What types of content interest you?**



View Example

Editorial Guidelines



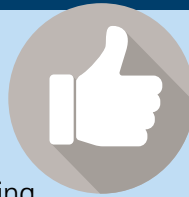
## Multiply Your Influence on Popular Platforms

Publish your content on our Facebook magazine, Twitter, and LinkedIn platforms.

- Includes one post on each of our platforms
- Improves SEO and increases traffic to your website

### Why Opt in to a Social Media Campaign?

- Your customers are on social media
- Increase brand loyalty and visibility
- Establish your company as an authority
- Improve SEO traffic to your website to your directory listing



### Advertising Opportunities

### Rates

#### Enhanced Social Media Post

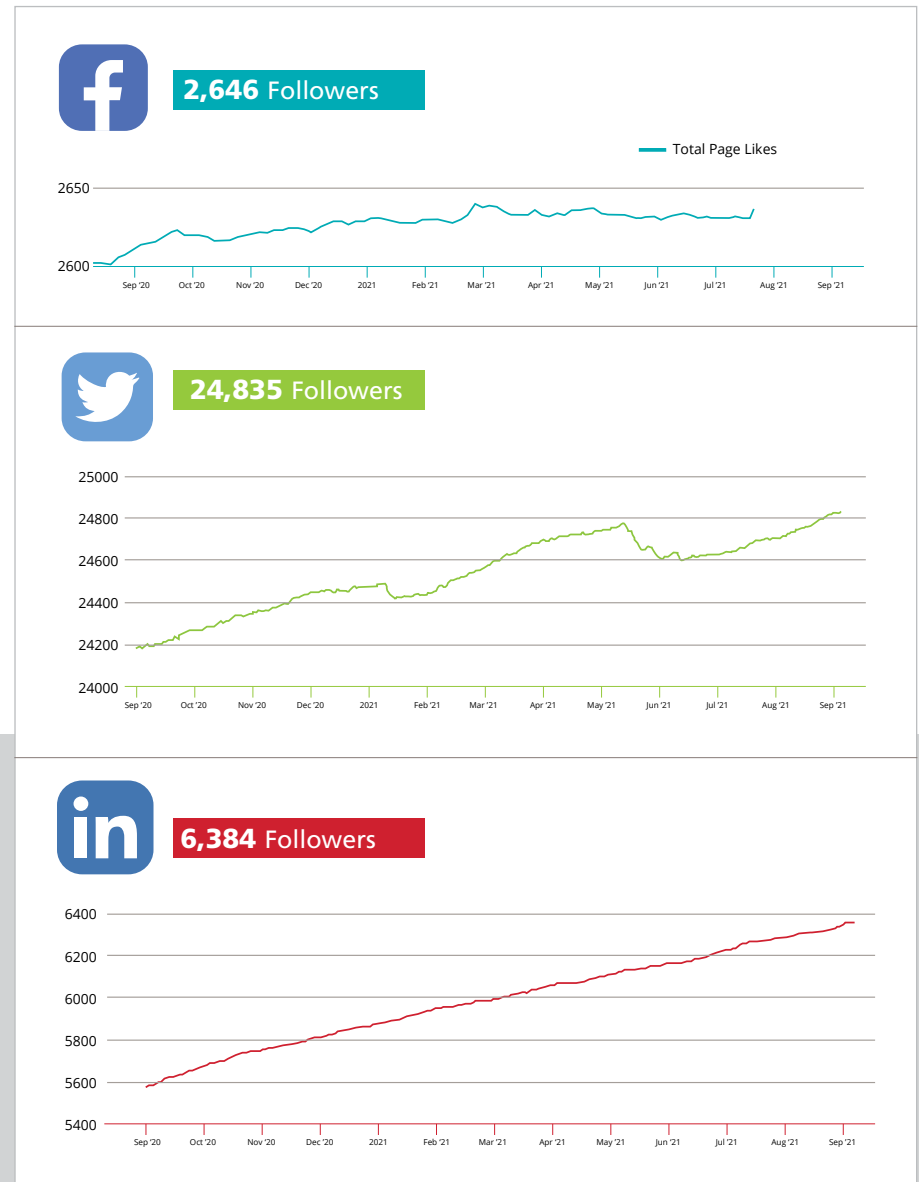
895 USD

- Social media post on Automation.com's Facebook magazine, Twitter, and LinkedIn platforms

#### Social Media Promo Package

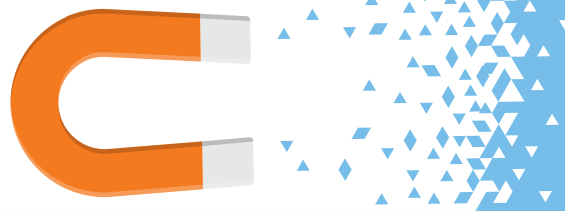
2,755 USD

- Social media post on Automation.com's Facebook magazine, Twitter, and LinkedIn platforms once per week for four weeks
- One ad will be posted each week. Provide up to four different ads



[View Example](#)

[Ad Material Specs](#)



## Target Engaged Readers Through Multiple Digital Platforms

InTech, in its evolving formats, has been ISA's flagship publication for more than 70 years:

- InTech magazine digital magazine (4 times a year)
- InTech Plus newsletter (24 times a year)

InTech delves into the following International Society of Automation (ISA) content categories:

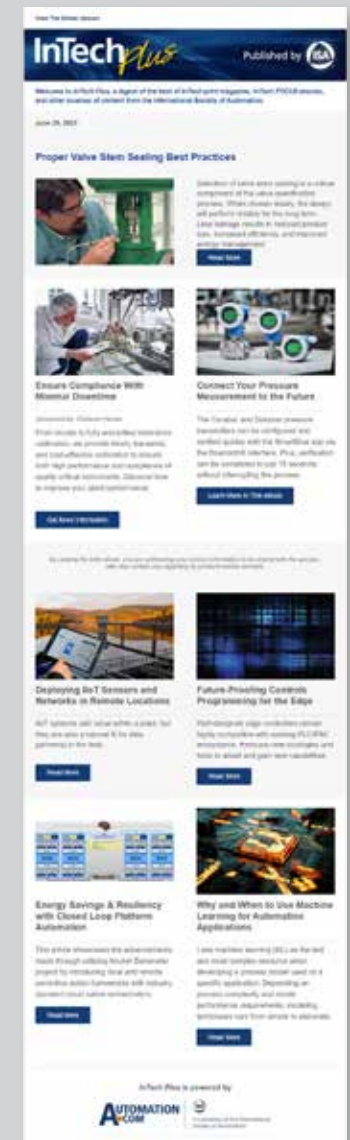
- IIoT & Digital Transformation
- Cybersecurity & Connectivity
- Process Automation & Instrumentation
- Factory Automation & Machine Building
- Operations & Maintenance

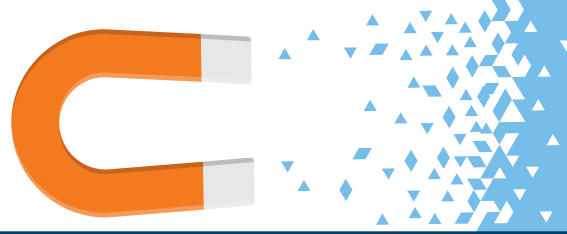


### InTech Digital Magazine



### InTech Plus Newsletter





### Appear in InTech Digital Magazine



- Published 4 times per year in PDF format
- Each digital issue is distributed to a global list of 127,000 subscribers
- Direct email impact for brand awareness
- Editorial covers key individual categories (See Editorial Calendar)

Advertising Opportunities	Rates
<b>Full-page ad</b>	4,405 USD
Accommodates tracking links	
<b>Horizontal half page ad</b>	2,620 USD
Accommodates tracking links	
<b>Bonus distribution</b>	Included
Each issue will be	
<ul style="list-style-type: none"> <li>• posted on Automation.com</li> <li>• posted on ISA.org/InTech</li> </ul>	
Receive additional leads from clicks on Automation.com's social media platforms	

[View Example](#)

[Editorial Guidelines](#)

[Ad Material Specs](#)

### Provides Lead Generation

#### Receive leads with your *InTech* digital magazine ad

- All advertisers will receive leads from issue downloads
- The PDF format supports links within your ads to drive traffic to your website

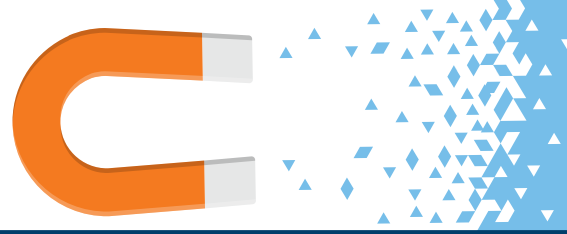


**!**

**64%**

**of readers have visited a supplier's website as a result of reading *InTech* publications.**

(Source: 2023 Readers Survey)

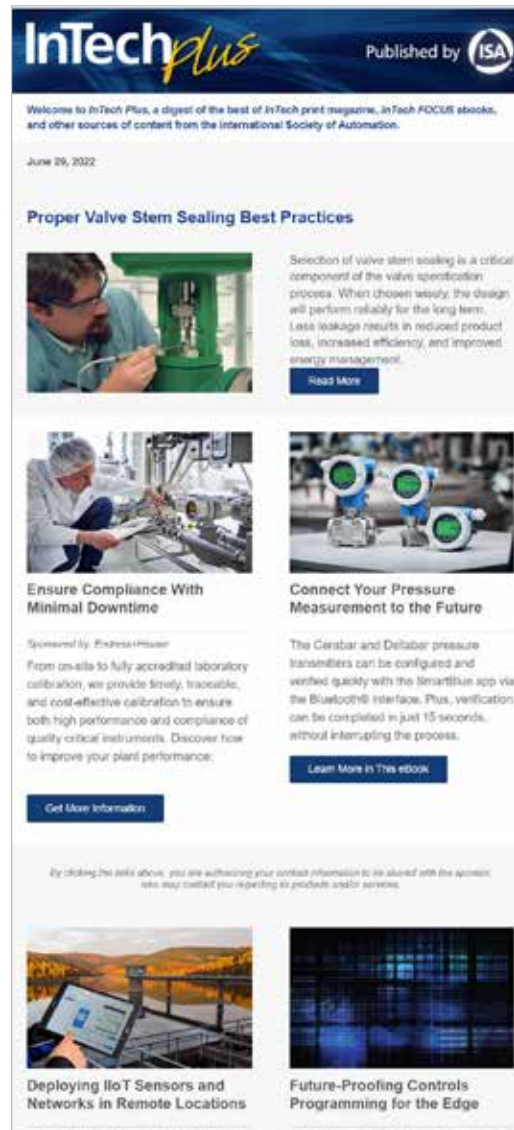


## Generate Leads as a Newsletter Sole Sponsor

- Published 24x per year
- Contains content from *InTech* magazine, ISA Interchange blog, and other resources
- Provides leads via clicks on your hyperlinked content
- Accepts advertising and sponsored articles

  
 Reach  
**118,000**  
 automation and control  
 professionals—  
 the largest and most  
 influential email subscriber  
 base in the industry.

- View Example
- Editorial Guidelines
- Ad Material Specs



Advertising Opportunities	Rates
<b>Sole sponsorship with two ads</b>	4,405 USD
<ul style="list-style-type: none"> <li>• Two newsletter ads and an optional contributed article with lead reporting</li> </ul>	
<b>Sole sponsorship with four ads</b>	5,455 USD
<ul style="list-style-type: none"> <li>• Four newsletter ads and an optional contributed article with lead reporting</li> </ul>	
<b>Article writing services</b>	2,200 USD
<ul style="list-style-type: none"> <li>• Leverage an Automation.com editor to help write your article content</li> </ul>	

### Frequency Discounts:

- Purchase 6 issues and receive a **10%** discount
- Purchase 12 issues and receive a **15%** discount

\*See editorial calendar for publication dates.

### Recent Sponsors Include:

  
 Leading EDGE COMPUTING



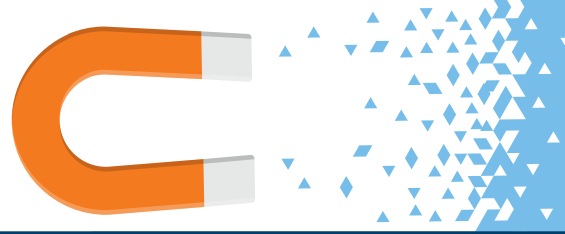
  
 Endress+Hauser  
 People for Process Automation

  
 optimize!









## Showcase Your Expertise and Influence Key Audiences

ISA sponsors join a passionate community of engineers, technicians, business leaders, and students dedicated to advancing the field of automation. Sponsorships demonstrate thought leadership and create connections that will last a lifetime.

In 2024, ISA will host a series of webinars and conferences covering four broad categories: Digital Transformation, IIoT & Smart Manufacturing and Cybersecurity. Drop Process Control and Instrumentation. Contributors will include SMEs from ISA membership, ISA committees, event program committees, and the automation industry.



### Conferences

ISA produces several conferences for a global audience of automation and control professionals. These events feature key operational and business insights that educate and engage attendees as they network with their peers.

Multiple sponsorship opportunities are available and can include:

- Speakers
- Demonstrations
- Q&A and panel discussions
- Exhibits
- Sponsor-provided materials
- Peer-to-peer networking
- Surveys, games, and other interactions



### Webinar Sponsorship

ISA coordinates with subject matter experts to produce webinars based on standards and best practices. The ISA subject matter expert(s) work on topic development, while ISA staff perform moderation, hosting, and registration; pre-webinar promotion; recording, post-webinar follow-up, and promotion of the recording to ISA and Automation.com audiences. Sponsor a single webinar or a complete series. A comprehensive lead report of all registrants and attendees will be provided following the event.



### Ebook Sponsorship

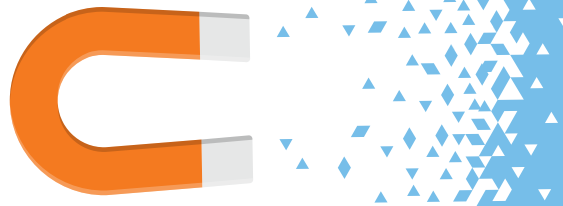
Our digital magazines compile multiple articles on a specific conference topic that educate, inform, and inspire readers to take action. ISA editors create written articles from webinar and conference presentations to increase the impact and reach of each session. These PDFs are distributed to ISA and Automation.com audiences; and sponsors receive a comprehensive lead report of downloads.



### ISA Connect Community

ISA Connect is one of our most popular member benefits—an online community that allows members to connect with peers, participate in discussions, network with colleagues, and share knowledge and resources. Advertising on ISA Connect provides daily exposure on the pages our members visit most often.





**Publications & Sponsorship**



**Rick Zabel**  
*Group Publisher and Managing Director*  
[rzabel@isa.org](mailto:rzabel@isa.org)  
+1 919-990-9233

Rick is responsible for ISA's news and publications subsidiary, Automation.com, which includes the website, newsletters, digital magazines and webinars. He also directs the corporate and event sponsorship programs for ISA. Rick has been integral to the growth and development of Automation.com since its inception as automationtechies.com in 2000 and has 30+ years' experience in engineering and business management that includes application and sales engineer roles, and marketing management for a process control and software integration business group. Rick's bachelor's degree in electrical engineering is from University of Wisconsin – Madison.

**Editorial**



**Renee Bassett**  
*Chief Editor*  
[rbassett@isa.org](mailto:rbassett@isa.org)

Renee is a technology journalist with 20+ years' experience producing and managing content creation related to industrial automation, manufacturing, engineering and IT systems.



**Jack Smith**  
*Senior Contributing Editor*  
[jsmith@automation.com](mailto:jsmith@automation.com)

Jack is a senior member of ISA (Houston section) with experience in instrumentation, closed loop control, PLCs, and complex automated test systems, as well as 20+ years as a writer/editor covering process, discrete and hybrid technologies.



**Melissa Landon**  
*Content Editor*  
[mlandon@isa.org](mailto:mlandon@isa.org)

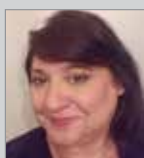
Melissa has more than 10 years of experience in digital marketing and a master's degree in communication from the University of Kentucky.



**Bill Lydon**  
*Editor Emeritus*  
[wlydon@isa.org](mailto:wlydon@isa.org)

Bill's automation career spans more than 35 years and includes application engineering, product design, corporate positions, and co-founder and president of a software company.

**Sales**



**Gina DiFrancesco**  
*Account Executive*  
[gdi francesco@isa.org](mailto:gdi francesco@isa.org)  
+1 216-509-0592

Gina has 25+ years' experience in print and electronic media in the B2B and local advertising industry. As a seasoned sales professional, she delivers effective marketing solutions, and productive client partnerships.



**Chris Nelson**  
*Account Executive*  
[cnelson@isa.org](mailto:cnelson@isa.org)  
+1 919-990-9265

Based in the Twin Cities, Chris has been focused on finding the best marketing solutions for clients for more than 10 years and has a 20+ year history working with technology in industrial applications.



**Richard Simpson**  
*Account Executive*  
[rsimpson@isa.org](mailto:rsimpson@isa.org)  
+1 919-414-7395

Richard has 30+ years of experience in print and electronic media in the automation and control industry.

**Production**



**Cathi Merritt**  
*Advertising Project Manager*  
[cmerritt@isa.org](mailto:cmerritt@isa.org)  
+1 919-990-9402

One of Cathi's many roles includes being in charge of monthly and lead generation reporting. She is based in Iowa, has been with Automation.com since 2005, and has a B.A. from the University of Iowa.



**Matt Davis**  
*Digital Media Project Manager*  
[mdavis@isa.org](mailto:mdavis@isa.org)

Matt has 5+ years of digital marketing experience and a bachelor's degree in visual communications.

**Accounting**



**Chris Hayworth**  
*Billing*  
[chayworth@isa.org](mailto:chayworth@isa.org)  
+1 919-990-9435

Chris is the product administrator for ISA's publications department. He is responsible for all billing of advertising sales and the collection of *InTech* ad materials.



**Bob Pytell**  
*Controller*  
[bpytell@isa.org](mailto:bpytell@isa.org)  
+1 919-990-9439

Bob is the Controller for Automation.com and its parent company ISA. He handles general billing inquiries, account management, and financial reporting.



**International Society of Automation**  
PO Box 12277  
RTP, NC 27709

**InTech**  
**PHONE** +1 919-549-8411  
**FAX** +1 919-549-8288  
**EMAIL** [info@isa.org](mailto:info@isa.org)  
[www.isa.org](http://www.isa.org)

**Automation.com**  
**PHONE** +1 919-549-8412  
**FAX** +1 919-990-9204  
**EMAIL** [information@automation.com](mailto:information@automation.com)  
[www.automation.com](http://www.automation.com)