




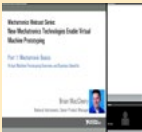



2021 LEAD GENERATION PRODUCTS

PRODUCT	DESCRIPTION	EXAMPLE	LINK	EXPECTATION	COST
Premium Content Promotion Program	A simple but effective way to generate sales/marketing leads, our Premium Content Promotion Program promotes your high information-value assets to our audience through a combination of targeted email alerts and website/social promotion.		Click here	Approximately 100 global leads over two months	\$5,882 gross (\$5,000 net)
Process Automation Essentials	Created by the editors of <i>Control</i> , each of these interactive PDFs available for exclusive sponsorship is intended to provide process industry professionals with an up-to-date, top-level understanding of a range of key process automation topics.		Click here	150+ global leads over one year	\$9,412 gross (\$8,000 net)
Technology Reports	Each multi-sponsor Technology Report consists of 15-20 pages of the most useful and timely articles on a given process automation topic from the <i>Control</i> archive, together with full page advertisements from each of the sponsors. Multiple sponsor support helps keep the investment low.		Click here	Approximately 150 global leads over a two-month period	\$3,176 gross (\$2,700 net)
Special Reports	Similar to our Technology Reports, Special Reports are exclusive to one sponsor and include a range of archival content on a subject of particular interest to the sponsor. Custom content can be created for an extra fee.		Click here	Approximately 150 exclusive global leads over a two-month period	Starting at \$7,647 gross (\$6,500 net)
Automation Basics Video Series	Designed to address the community's insatiable thirst for educational/tutorial information, each Automation Basics Video consists of a ten to 15 minute presentation on a core process automation topic, complete with sponsor acknowledgement and links to sponsor information. Multiple sponsor support helps keep the investment low.		Click here	Approximately 125 global leads over a two-month period	\$3,176 gross (\$2,700 net)
Webinar Sponsorship	A step up from white papers in terms of user engagement, our webinar programs offer an opportunity to directly advance thought leadership with sales prospects. <i>Control's</i> editors will moderate a compelling online presentation and discussion on a mutually agreed upon topic, including live Q&A with attendees.		Click here	Approximately 150 global leads over course of the year	\$9,412 gross (\$8,000 net)
Knowledge Centers	Like a supercharged white paper or webinar campaign, <i>ControlGlobal.com</i> Knowledge Centers bring together a range of essential decision-making resources on a given topic—white papers, webinars, video clips, articles, application notes, etc.—in a dedicated microsite on <i>ControlGlobal.com</i> .		Click here	Programs can be modified to achieve targeted lead levels	Contact your sales representative to discuss custom programs.
Custom Lead Generation & Nurturing Campaigns	Putman Media offers a series of custom lead nurturing programs including those designed to target and progressively engage readers on behalf of our clients, distinguishing “general interest” registrants from prospects with active and imminent purchase intent.			Custom programs can be tailored to suit your sales and marketing pipeline needs.	Contact your sales representative for more information on our Advanced Lead Services Programs.

*Standard data fields for Premium Content Program, Automation Basics Video Series, Technology Reports and Essentials include name, title, company, country, postal code and email.