

EMAIL ADVERTISING/MARKETING

ControlDesign.com E-News

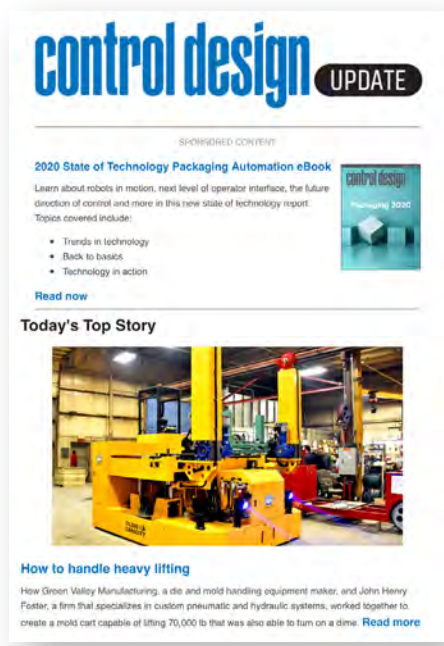
ControlDesign E-News is distributed each weekday to more than 17,000 specifiers of machine automation systems and components.

Why Sponsor an eNewsletter?

eNewsletter sponsorships deliver a unique combination of branding and awareness, and are effective in driving desired click-through activity. Further, they provide the ability to associate your name with a specific brand message.

How Do eNewsletters Work?

Just select the ad unit you'd like to use (see graphic, next page). Supply us with creative for your ad, and we'll schedule your placement and desired timing against available inventory. We take care of making sure the newsletter is delivered at the optimum time to maximize open rates, and we provide you with a report on how your ad performed.



Single Sponsor E-Newsletters

Control Design's Single Sponsor eNewsletters allow you to combine our award-winning editorial with your own content to create an exclusive branding and thought-leadership marketing opportunity. You have exclusive rights to all advertising positions, as well as the sponsored product and text link positions for your marketing message, allowing you to drive users to your site and build prospects.

Why Use Single Sponsor eNewsletters?

Our Single Sponsor eNewsletters offer all the branding opportunities of our editorial eNewsletters, but in an exclusive format that allows you to amplify your marketing message. Key features and benefits:

- Thought-leadership: blend your own content with ours to add credibility
- Branding: own every ad position in the newsletter
- Reach more than 17,000 eNewsletter subscribers

How Do Custom eNewsletters Work?

Start by selecting a topic or focus, such as level instrumentation or calibration management. Once we've settled on the eNewsletter's focus, we'll work with you to combined content from our own library with content of yours to feature along with your ad creative.

CONTROLDESIGN.COM E-NEWS

control design UPDATE

SPONSORED CONTENT

2020 State of Technology Packaging Automation eBook

Learn about robots in motion, next level of operator interface, the future direction of control and more in this new state of technology report.

Topics covered include:

- Trends in technology
- Back to basics
- Technology in action

[Read now](#)

Today's Top Story

How to handle heavy lifting

Premium Sponsor

control design UPDATE

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How to handle heavy lifting

How Green Valley Manufacturing, a die and mold handling equipment maker, and John Henry Foster, a firm that specializes in custom pneumatic and hydraulic systems, worked together to create a mold cart capable of lifting 70,000 lb that was also able to turn on a dime. [Read more](#)

SPONSORED CONTENT

[Webinar] Empower Your Equipment & Machine Vision System | October 22 @ 2:00 p.m. ET

This webinar will cover the transition status from CCD to CMOS imaging sensors, machine vision trends and the newest generation of CMOS sensor technology. Gone are the days when you can only expect images from the camera. It will discuss the advanced features used in projects which require more than images from a standard camera. [Register now](#)

More from ControlDesign.com

Featured Sponsor

How to understand encoder feedback

How Green Valley Manufacturing, a die and mold handling equipment maker, and John Henry Foster, a firm that specializes in custom pneumatic and hydraulic systems, worked together to create a mold cart capable of lifting 70,000 lb that was also able to turn on a dime. [Read more](#)

SPONSORED CONTENT

The Control Design Podcast

Control Intelligence is a podcast that goes deep inside the automation and technology that machine builders, system integrators and end users rely on to keep production humming efficiently. Subscribe now on [Apple](#) or [Google](#) Podcasts. [Start listening](#)

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Sponsored Link

CONTROL DESIGN E-NEWS ADVERTISING RATES (GROSS)				
Position	Creative	1x	6x	12x
Premium Sponsor	Up to 150x150 pixel non-animated image (optional), up to 75 characters for headline and up to 350 characters for text (including spaces). Include destination link.	\$2,530	\$2,400	\$2,100
Featured Sponsor	Up to 150x150 pixel non-animated image (optional), up to 75 characters for headline and up to 250 characters for text (including spaces). Include destination link.	\$1,530	\$1,330	\$1,100
Sponsored Link	Up to 75 characters for headline and up to 150 characters for text (including spaces). Include destination link.	\$700	\$600	\$500

SINGLE SPONSOR E-NEWSLETTER

What size are the ad units for a single-sponsor eNewsletter and what are the specs for each unit?

We feature the same ad units as our editorial eNewsletters (see table).

What kind of performance can I expect from my Single Sponsor eNewsletter?

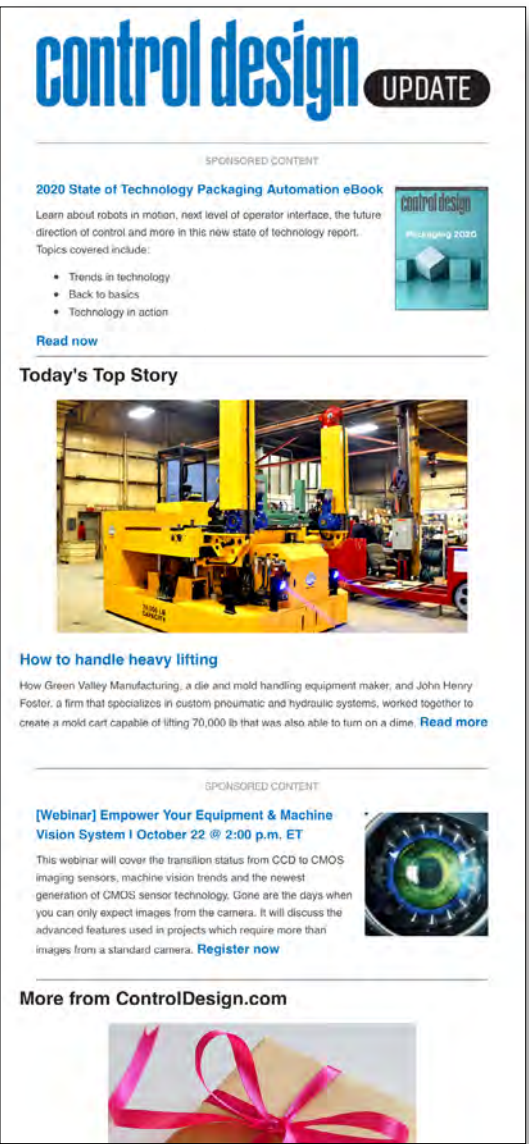
Performance always varies, but the great thing about our custom eNewsletter is that, by featuring *Control Design* content and using our design template, open rates and click-through rates are routinely very strong.

What kind of reporting is provided for my Single Sponsor eNewsletter?

Our summary report includes metrics for delivery rates, open rates and click-through rates.

What's the process for determining the topic for our Single Sponsor eNewsletter?

You'll work with our editorial team to determine a suitable topic. Our editors are keenly aware which topics resonate with your audience and which topics are too narrow to draw enough attention. They'll share their expertise to help you find a topic that suits your message and reaches the widest possible audience.



Single Sponsor eNewsletter Program Cost:

From \$7,647 gross (\$6,500 net) per issue

SINGLE SPONSOR ENEWSLETTER AD SPECIFICATIONS	
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Premium Sponsor	Up to 150x150 pixel non-animated image (optional), up to 75 characters for headline and up to 350 characters for text (including spaces). Include destination link.
Featured Sponsor	Up to 150x150 pixel non-animated image (optional), up to 75 characters for headline and up to 250 characters for text (including spaces). Include destination link.
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