

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)
Machine Automation Essentials	Created by the editors of <i>Control Design</i> , each of these interactive PDFs available for exclusive sponsorship is intended to provide industrial machine builders with an up-to-date, top-level understanding of a range of machine 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 approximately 15-20 pages of the most useful and timely articles on a given machine automation topic from the <i>Control Design</i> archive, together with full page advertisements from each of its 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 five to seven 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 Design's</i> editors will moderate a compelling online presentation and discussion, 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>ControlDesign.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>ControlDesign.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 Programs, Automation Basics Video Series, Technology Reports, and Essentials include name, title, company, email, country and postal code.