

# 'PARTNER INSIGHTS' NATIVE CONTENT PROGRAM

New for 2021, *Partner Insights* offers a select number of our marketing partners the opportunity for their marketing messages to appear seamlessly embedded within the editorial flow of our market-leading brands. Often referred to as "native" content, *Partner Insights* articles are posted directly in our content management system. They're tagged as *Partner Insights* content (image), but otherwise are indistinguishable from other editorial posts. Importantly, we'll promote *Partner Insights* content through exclusive access to native messages (image) embedded within other editorial pieces across the site, as well as through promotion in our brand newsletters.

In addition to building thought leadership with our global audience of machine automation professionals, the *Partner Insights* program is also designed enhance partners' SEO efforts through embedded links back to additional content on our partners' websites.

This minimum three-month program includes the initial posting and promotion of up to six pieces of content, plus two fresh pieces of content in months two and three for a total of 10 articles. Pricing is \$9,000 net for the first three months, plus \$2,500 monthly thereafter (two new articles monthly). The program also includes creation of a landing page with summaries of and links to your company's *Partner Insights* articles.

The screenshot shows the Control Design website interface. At the top, there is a navigation bar with the Control Design logo and a search icon. Below the navigation bar, there is a breadcrumb trail: Home / Articles / 2019 / Digital twin's missing piece: Real-time location. A red circle highlights the 'Partner Insights' tag. The main article title is 'Digital twin's missing piece: Real-time location', with a sub-headline 'A conversation with Nicole Lauther of Siemens'. Below the article title, there is a quote: 'While plants and factories have long used deterministic and close the loop on manufacturing processes, the real-time process inventory is often uncertain.' Another quote follows: 'Indeed, as production process themselves have become who are where and when has become an increasingly critical plant's complete production environment—and to optimize.' Below this, there is a section titled 'Control recently caught up with Siemens' Nicole Lauther, company's new SIMATIC RTLS for real-time locating systems across industry and how they can help to optimize.' This section is followed by a 'Control:' question: 'How can a manufacturer or other industrial company benefit from a real-time locating system (RTLS)? What are the typical use cases, and what kinds of problems can they help to solve?' Below this is a 'Lauther:' quote: 'Industry is being challenged to be more flexible, to respond more quickly to changing market conditions and consumers' demands for increasingly...'. To the right of the article, there is a 'SUBSCRIBE TO OUR PODCAST!' button with a megaphone icon. Below the article, there is a section for 'Influential Women in Manufacturing' with a red circle around the title and a sub-headline 'This ebook honors women who are effecting change in manufacturing'. Below this section, there is a paragraph: 'A small cohort of 14 students from MiraCosta and Palomar colleges were selected for the fall 2019 semester through an application and interview process. These students are now part-time engineering assistants and technicians and will earn credit at their respective colleges while gaining career experience in systems integration and test, software engineering and electronics and payloads at Northrop Grumman's San Diego Autonomous Design Center of Excellence located in San Diego.' Below this paragraph, there is another paragraph: 'According to Northrop Grumman, its involvement with San Diego Regional Economic Development Corporation (EDC) Inclusive Growth Steering Committee inspired its commitment to contribute to the regional goal of 20,000 new jobs by 2030. The pilot program also supports the Advancing San Diego initiative which aims to cultivate a more inclusive economy, as we look inward to address regional talent shortages by strengthening...'. On the right side of the page, there is a 'Most Popular' section with a dropdown menu for 'Past 7 Days', 'Past 30 Days', and 'Past 6 Months'. Below this, there is a list of four items: '01 Crashing and smoking automation', '02 Universal Robots powers Vectis Automation's new cobot welder', '03 Pepperi-Fuchs opens fully automated Texas distribution center', and '04 Northrop Grumman launches talent pipeline program in San Diego'.