

# PRINT ADVERTISING

While digital media has evolved into an extremely powerful tool for connecting with prospects in the machine automation marketplace, print advertising remains a mainstay of the industry's leading suppliers. These marketing-savvy organizations realize that the vast majority of their potential customers are not actively seeking information on their companies' products and services at any given time. But they are open to marketing messages when they "lean back" to read a magazine, when they're open to being informed of what's new without a specific agenda in mind. Digital media, on the other hand, typically excels when a prospect is further along the marketing funnel—they're "leaning forward" to find a solution to a particular problem. And if they're not familiar with your company and what it has to offer, the chances of a successful engagement plummet. Indeed, print advertising remains unequalled in its ability to cost-effectively deliver marketing messages to a large universe of potential customers. In a recent email survey of *Control Design* readers, industry magazines were identified as the number one resource for staying current on industry trends, vendors, products and technologies (table).



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WHICH INFORMATION RESOURCES DO YOU RELY ON FOR EACH TASK?	Magazines	Industry Websites	Search Engines	Supplier Websites	Supplier Reps	Social Media	Directories
Keep current with industry trends	86%	57%	39%	38%	31%	9%	5%
Keep current with new products, technologies	84%	54%	39%	45%	36%	7%	5%
Learn about new vendors	60%	42%	58%	32%	21%	10%	14%

# PRINT OPTIONS & RATES

In addition to display advertising, *Control Design* offers a range of other print-based solutions to your marketing needs:

- Inserts, whether tipped into the magazine itself or riding along in a poly bag with the magazine, can take a wide variety of forms. From promotional DVDs to simple bounce-back postcards, rising postage costs often make our insert programs quite cost-competitive with direct-mail distribution. Inserts can be supplied, or we can produce them on your behalf. Distribution can be to our full circulation, or to a select demographic subset based on subscriber industry or title (see latest Verified Audit Circulation statement for full range of demographic selection criteria).
- Belly bands wrap the entire outside of the magazine with a 6-inch-tall version of your marketing message. Gross rate for a belly band to *Control Design's* full circulation, including production, is \$12,000. Distribution to a demographic audience, or around trade-show copies to boost booth traffic, is available.
- Custom editorial and design services are available to develop and execute unique marketing campaigns—including custom inserts and advertorial supplements. For further details or to discuss how we can help with your unique campaign requirements, contact your sales representative.

FOUR-COLOR PRINT ADVERTISING RATES *				
	Open	6x	12x	Ad Dimensions ** (WxH, inches)
Full page	\$7,900	\$7,500	\$7,000	7.875 x 10.5
One-half page island	\$5,900	\$5,500	\$5,100	4.5625 x 7.5
One-half page vertical	\$5,400	\$5,000	\$4,500	3.25 x 10
One-half page horizontal	\$5,400	\$5,000	\$4,500	7 x 4.875
One-third page vertical	\$4,700	\$4,300	\$3,900	2.1875 x 10
One-third page square	\$4,700	\$4,300	\$3,900	4.5625 x 4.875
One-quarter page	\$3,900	\$3,500	\$3,100	3.25 x 4.875

\* 5% premium for fifth color or PMS. All rates gross.  
 \*\* Non-bleed space units. 7.875" x 10.5" trim  
 Full-page bleed size: 8.125" x 10.75"; bleed spread for each plate: 8.125" x 10.75"

## Contact your sales representative for more information

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