

EMAIL ADVERTISING/MARKETING

ControlGlobal E-News

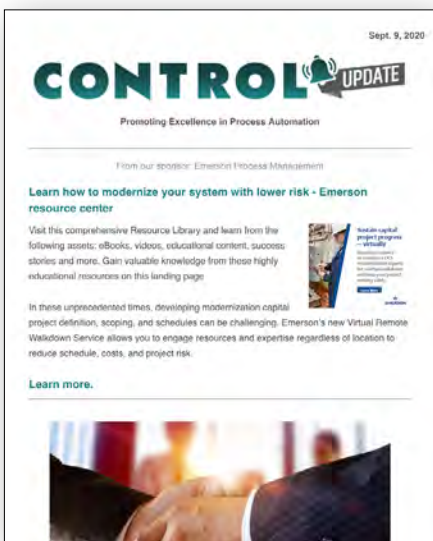
ControlGlobal.com E-News is distributed three times weekly to more than 26,000 specifiers of process instrumentation and control systems.

Why Sponsor an E-Newsletter?

E-Newsletter 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 E-Newsletters 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'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 sponsorship positions for your marketing messages, 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. Among the key features and benefits:

- Thought-leadership: blend your own content with ours to add credibility
- Branding: own every ad position
- Reach our full, 26,000-strong e-newsletter list

How Do Single Sponsor 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 combine content from our own library with content of yours to feature along with your ad creative.

CONTROLGLOBAL E-NEWS

Sept. 9, 2020


CONTROL UPDATE

Promoting Excellence in Process Automation.

From our sponsor, Emerson Process Management


Learn how to modernize your system with lower risk - Emerson resource center

Visit this comprehensive Resource Library and learn from the following assets: eBooks, videos, educational content, success stories and more. Gain valuable knowledge from these highly educational resources on this landing page



Sustain capital project progress virtually
Emerson's new Virtual Remote Walkdown Service allows you to engage resources and expertise regardless of location to reduce schedule, costs, and project risk.

Learn more.




Premium Sponsor


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Emerson buys OSI for \$1.6B

Emerson announced that it will acquire Open Systems International Inc. for \$1.6 billion in cash. OSI and its OT software are expected to broaden and complement Emerson's software and ability to help global power industry users and others digitalize operations, modernize their grids, incorporate renewable energy sources, and improve energy efficiency and reliability. [Read the news.](#)

State of Technology Report

[eBook] Oil & Gas Automation

In this new eBook from the editors of Control, you'll find stories on how oil & gas producers are tackling a range of industry challenges. Case studies include how standardized automation boosts productivity at Occidental and how Saudi Aramco manages cybersecurity.



Get your copy now.

Role of industry standards undiminished in digital age

Among the nearly 300 automation professionals who responded to ISA's June 2020 survey, a majority of respondents said that industry standards (in general) will continue to be "extremely important" over the next two decades. [Read more.](#)

Featured Sponsor

less than 0.005 pH change per day or 0.035 pH change per week. In a worst-case scenario, compared to similar, autoclaved pH sensors that typically only reach 0.071 pH change per day or 0.05 to 0.1 pH change per week. [Read more.](#)

Create stimulus for the instrumentation, control supply chain

As our insular economy claws back from the depths of virus-induced recession, the imperative to contain costs and limit spending is widespread. If you're at a manufacturing site, the period might be a strangely relaxed and tranquil time. But while our jobs may be safe as we putter around with the day-to-day distractions, some of our vendors are gasping for oxygen. [Read more.](#)

Radar level transmitters, wireless streamline Vedacit's asphalt production

Following a site survey and evaluation, construction products manufacturer Vedacit implemented SIL 3-capable Rosemount 5408 non-contacting radar level transmitters with Emerson Wireless 775 Thrust adapters by the end of 2019. Here's how they did it. [Read more.](#)

Control Global Podcast

[Podcast] The future of manufacturing & continued importance of automation

Control Amplified brings you information from industry experts on the topics that matter most. In the latest episode, Maveck Technologies' Paul Galeski discusses the future of automation in light of the coronavirus pandemic.

Tune in now.

Sponsored Link

CONTROLGLOBAL.COM E-NEWS RATES AND SPECIFICATIONS

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

All character counts include spaces. All rates gross. Check with advertising representative for schedule and availability.

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 newsletters (see table).

What kind of performance can I expect from my Single Sponsor E-Newsletter?

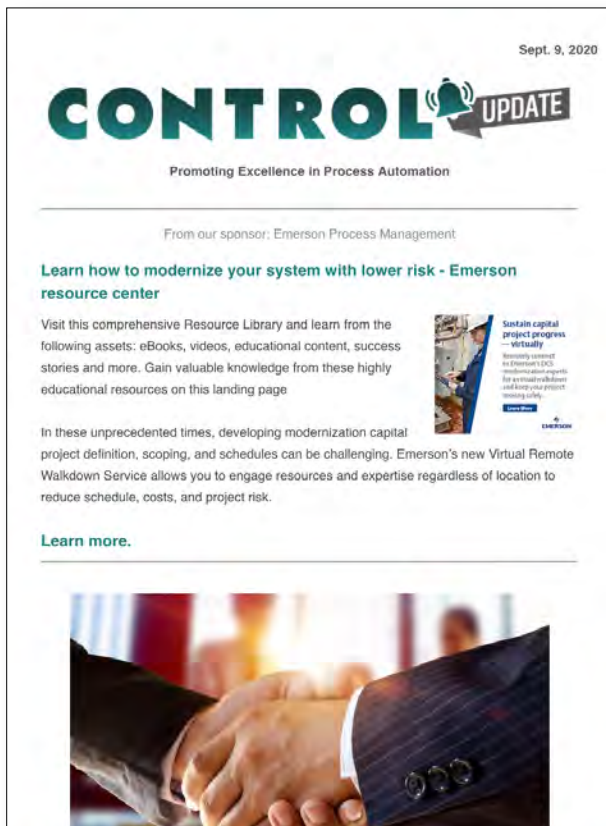
Performance always varies, but the great thing about a our Single Sponsor eNewsletter is that by featuring *Control* content and using our design template, open rates and click-through rates are routinely very strong.

What kind of reporting is provided for my Single Sponsor E-Newsletter?

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 E-Newsletter?

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

CUSTOM E-NEWSLETTER AD SPECIFICATIONS *	
Position	Creative
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.
Sponsored Link	Up to 75 characters for headline and up to 150 characters for text (including spaces). Include destination link.

* All character counts include spaces.