

INDUSTRY PERSPECTIVE Q&A

We offer industry leaders with a story to tell the opportunity to be featured in a unique Q&A feature that we call "Industry Perspective." Each Industry Perspective takes the form of a sponsored, two-page Q&A interview between the magazine's editors and a company spokesperson on a topic of particular importance and meaning to your organization.

Because each Industry Perspective feature takes the form of a conversation, it's uniquely suited to telling stories that are difficult to convey in a traditional advertising format. One of our first examples in *Control* (see right) celebrated and expanded on the legacy of innovation that resulted from the introduction of an industry-changing instrument fifty years ago. You choose the topic, and we'll work with you to draft appropriate questions. We'll create responses based on an actual telephone interview, or draft responses based on established marketing objectives.

Each Industry Perspective feature includes 4-6 questions, together with photo of interviewee and a supporting graphic. The two-page spread will be included in a mutually agreed upon issue, and will reach the full, 60,020-strong subscriber list of *Control*. Pricing for development of the feature and for its inclusion in the magazine is \$6,500 net. The sponsor will also receive a standalone PDF of the article which you can use for your own content marketing purposes.

To get additional mileage out of your Industry Perspective investment, an audio recording of the Q&A can be promoted as a special [Solution Spotlight](#) episode of our increasingly popular [Control Amplified](#) podcast series, which currently averages more than 500 downloads/listens per issue.

We also offer a digital promotion program designed to further increase the print article's online readership. In addition to the two-page spread treatment in the magazine, we'll promote the digital article via a series of digital traffic drivers such as e-newsletter ads, website ads and social media posts. We expect to generate on the order of 150 incremental article reads as a result of this additional promotion.

- Program Price:**
- Industry Perspective Q&A**
\$7,650 gross (\$6,500 net)
- Digital Promotion Package**
+ \$3,530 gross (\$3,000 net)
- Solution Spotlight Podcast**
+ \$2,941 gross (\$2,500 net)

