

'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 process automation professionals, the Partner Insights program is also designed enhance SEO efforts through embedded links back to additional content on our partners website. 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 website interface. At the top, the word "CONTROL" is displayed in large white letters on a dark blue background. Below it, there is a navigation menu with "MENU" and a search bar. The main content area features an article titled "Digital twin's missing piece: Real-time location" with a sub-headline "A conversation with Nicole Lauther of Siemens USA" and a date of "Mar 19, 2019". The article text discusses the challenges of real-time location systems in manufacturing and mentions Siemens' SIMATIC RTLS. A red circle highlights the "Partner Insights" tag above the article title. 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 titled "Influential Women in Manufacturing" with a red circle around it. On the right side of the page, there is a "Most Popular" section with three items listed: "Crashing and smoking automation", "Universal Robots powers Vectris Automation's new cobot welder", and "Pepper+Fuchs opens fully automated Texas distribution center".