

AUTOMATION BASICS VIDEO SERIES

Control's Automation Basics Video Series was created to satisfy the process control and instrumentation community's persistent demand for educational material, delivered in an easily digestible video format. Each of the videos are 5-7 minutes in length and is presented by *Control's* editors or other experts in the field. The videos require registration to view, and a three-month program of active promotion to *Control's* audience is expected to generate 125+ marketing leads for each video's sponsors. Cost for each sponsorship is \$3,176 gross (\$2,700 net).

Sponsor Benefits

Each Automation Basics Video sponsor will receive up-front acknowledgement by the video presenter as well as acknowledgement at the end of the video in the form of a brief company and product overview, plus two links that viewers can act upon for more information. Sponsors can expect to receive an estimated 75+ North American leads and 50+ international leads.

Material Requirements

Sponsor materials are due the 25th of the month prior to the month each video is scheduled to debut. For display within the video presentation itself, material requirements include high resolution company logo and product image (.jpg, .eps or .png format, 300 dpi, at least 3-inches wide) plus up to three bullet points of accompanying text (each 80 characters maximum in length). Also required for the accompanying YouTube page are a brief description of your company's offering (40 characters max) as well as two links: one to your home page and one to a product-specific page.

2021 AUTOMATION BASICS VIDEO SCHEDULE		
Debut month	Materials due	Topic
February	1/25	Level Instrumentation
April	3/25	Flow Instrumentation
August *	7/25	Industrial Networks
September *	8/25	HMI & Industrial PCs
October	9/25	I/O Systems
November	10/25	Pressure & Temperature Instrumentation

* August and September videos will feature co-distribution to the discrete manufacturing-focused audience of *Control Design*.



[Click here to view sample video.](#)