

## PREMIUM CONTENT PROMOTION PROGRAM

Our Premium Content Promotion program consists of a mix of email, website and/or social media promotions of a supplied content asset. This popular lead-gen program provides the reward for all the hard work you've done to create great content. Premium content can take many forms – white papers, e-books, decision guides, infographics, research summaries, etc.

Because we've spent decades building a database of the industry's most influential and important decision-makers, our white paper programs offer:

- Targeted lead generation
- Thought-leadership via your association with the *Control* brand
- Detailed reporting

### How Does the Premium Content Promotion Program Work?

Once you've written your content there's little else you need to do. We'll have it evaluated by our editorial and audience development teams to ensure it meets our standards for topic relevance and non-commerciality. Then we'll identify the right market segment to which we'll promote it. We'll make sure it gets in the right inboxes, and we'll send you regular reports with all key demographic info you need on who downloaded it.

Registration fields collected include name, title, company, country, postal code and email address.

Program pricing is \$5,882 gross (\$5,000 net); additional fields or demographic filters will increase pricing or reduce lead volume commitment from an expectation on the order of 100 completed registrations when targeted to a global audience.

If you don't already have a content asset suitable for such lead-gen efforts, we can help to develop one. Ask your sales representative for more details.

The image displays two screenshots related to a white paper promotion. The top screenshot is an email preview for a white paper titled "How a hybrid edge/cloud approach to MES boosts enterprise agility". The email header includes the "CONTROL" logo and the tagline "PROMOTING EXCELLENCE IN PROCESS AUTOMATION". The main body of the email contains a brief introduction to the white paper, a "Download now" button, and contact information for Putman Media. The bottom screenshot is a landing page for the same white paper. It features the "CONTROL" logo, the title of the white paper, and a "Get your copy now" button. Below the button is a registration form with fields for Business Email, Country, First Name, Last Name, Job Title, Company Name, and Postal Code. A "Get your copy" button is positioned below the form. At the bottom of the landing page, there is a disclaimer about terms of use, cookies, and privacy policy.