2022 MARKETING GUIDE

Accelerating the Digital Transformation of Industry

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INDUSTRY OVERVIEW

From the oil patch to the assembly line, industry is being remade through digital technology, resulting in safer, more efficient, more productive and more agile operations. Smarter devices, proliferating sensors, ubiquitous networks and more powerful software applications are transforming virtually every aspect of the industrial asset lifecycle, integrating and distilling the “big data” associated with myriad digital systems into context-sensitive, actionable information delivered to the right people and systems, at the right time and in the right place. Together with new data-driven production technologies such as additive manufacturing and collaborative robotics, digital technology also is enabling entirely new business models as well as reducing the cost, time and risk of bringing new products to market—and of bringing new production capabilities on line.

OUR MISSION

Smart Industry is an integrated media platform consisting of digital conferences, interactive webinars, podcasts, custom reports, a quarterly print publication and an online information resource—all created to help accelerate the ongoing digital transformation of manufacturing and related industries, as represented by the convergence of information and operational technologies and industrywide movements such as the Industrial Internet of Things (IIoT) and Industrie 4.0.

Our mission is to facilitate knowledge exchange, explore emerging best practices and spur business development among the global community that is turning this vision of the next industrial revolution into reality.
AREAS OF INVESTMENT

The COVID-19 Pandemic has taken the manufacturing sector down a path where companies were already working to find their way and put them in a position where accelerating their digital transformation efforts is the only answer.

Findings from IDC’s Annual Worldwide Digital Transformation Report show that direct DX investments will continue to grow at a compound annual growth rate of 15.5% through 2023 and is expected to reach $6.8 Trillion. Process & Discrete Manufacturing sectors will continue to lead the digital transformation investment efforts globally as manufacturers continue to build on existing strategies and investments in order to shore up their supply chains and develop smarter manufacturing processes.

“Organizations with new digital business models at their core that are successfully executing their enterprise-wide strategies on digital platforms are well positioned for continued success in the digital platform economy.”

–IDC Digital Transformation InfoBrief
DISCRETE MANUFACTURING (INCLUDING MACHINERY)

$1.2 TRILLION INVESTED IN DIGITAL INITIATIVES IN 2023

A small sample of companies actively involved in using Smart Industry resources
PROCESS MANUFACTURING

$680 BILLION INVESTED IN DIGITAL INITIATIVES IN 2023

A small sample of companies actively involved in using Smart Industry resources
HOW WE CAN HELP

We at Smart Industry improve marketing performance for companies selling products and services that enable digital transformation in the industrial sector. If you want to maximize your marketing impact and create more sales opportunities, we can help.

Your involvement with Smart Industry will help to achieve the following objectives:

• Position your brand with industry’s hottest topics and emerging priority initiatives – digital transformation and the IIoT

• Contribute to the digital investment decision-making process and support digital-business initiative takers

• Communicate the role that you play in helping industrial companies plan and execute digital business initiatives

• Establish your company and executives as key experts and change agents related to digital transformation

• Generate venturesome industry, partner and prospect contacts – all valuable in improving your revenue pipeline
AUDIENCE PROFILES

Tom C.
SW
Agilent Technologies

Recent page views:
- How AI is (and isn’t) meeting manufacturers’ supply and demand
- Best practices in manufacturing communication during a pandemic
- The case for AI and automation in the supply chain

Webinar Registrations
(23 Webinars over the last 4 years):
- Basecamp
- Digital Transformation in Asset Intensive Industries
- Why We Need Better Connectivity and OT Platforms
- A New Normal: Distributed Workforce & Remote Monitoring

Registered for:
- White Paper: Creating and Deploying Digital Twins for the Process Industry
- Technology Report: Industrial Automation

Khanh H.
Senior Research Scientist
Bristol-Myers Squibb Company

Recent page views:
- Five reasons companies fail to pursue innovation
- Data doctors in the IIoT era
- Adapting IoT technologies to a complex shop floor

Webinar Registrations
(3 Webinars over the last 4 years):
- Clockwork Solutions
- Advances in the Digital Supply Chain
- Lessons Learned from IIoT Deployments

Registered for:
- Case Study: Merck Leverages Analytics to Support New Continuous Manufacturing Processes
- Technology Report: Predictive Maintenance: Using the Past to Super-Charge the Future

Alexandra C.
Automation Manager
Raytheon

Recent page views:
- White Paper: Creating and Deploying Digital Twins for the Process Industry
- Manufacturing Technologies Tours | Smart Industry Conference
- White Paper: Improving Water/Wastewater Infrastructure Performance with Operational...

Webinar Registrations
(8 Webinars over the last 2 years):
- The Inside Secrets of Smart Manufacturing
- Influential Women in Manufacturing: Strategies to Rethink and Advance Women in Industry
- The Artwork of Industry 4.0: Unlocking the Potential of Digital Industries for Consumer Products Companies
- Industrial IIoT

Registered for:
- White Paper: Creating and Deploying Digital Twins for the Process Industry
- White Paper: Why Predictive Maintenance is Driving Industry 4.0
AUDIENCE PROFILES

Bruce W.
Advanced Manufacturing Operations
Sargento Foods

- 5 website visits in the last 12 months
- Recent page views:
  - Case Study: Merck Leverages Analytics to Support New Continuous Manufacturing Processes
- Webinar Registrations:
  - 11 Webinars over the last 3 years:
    - The Inside Secrets of Smart Manufacturing
    - The Artwork of Industry 4.0: Unlocking the Potential of Digital Industries for Consumer Products Companies
    - State of Initiative
- Subscribed to eNewsletters:
  - SI Update
  - SI Newsletter
  - Digital edition of quarterly SI magazine
  - SI Expo & Conference Updates
- Registered for:
  - Case Study: Merck Leverages Analytics to Support New Continuous Manufacturing Processes

Michael C.
Principal Engineer
Whirlpool

- 14 website visits in the last 12 months
- Recent page views:
  - How AI is (and isn’t) meeting manufacturers’ supply and demand
  - The case for AI and automation in the supply chain
- Webinar Registrations:
  - 5 Webinars over the last 4 years:
    - The Critical, First Steps to your IIoT Journey
    - The New Age of Industrial Communication
    - Lessons Learned from IIoT Deployments
- Subscribed to eNewsletters:
  - SI Update
  - SI Newsletter
  - Digital edition of quarterly SI magazine
  - SI Expo & Conference Updates
- Registered for:
  - Engineer’s Guide to Data Collection & Insights for IIoT Initiatives
  - Technology Report: Making Sense of Industrial IoT Platforms

Steve L.
CEO
Pacesetter

- 16 website visits in the last 12 months
- Recent page views:
  - Base Camp Digital Preview: Finding & exciting talent to realize your transformation
  - Predicting predictive-operations readiness
  - Artificial intelligence in the supply chain and warehouse
- Webinar Registrations:
  - 4 Webinars over the last 3 years:
    - The Critical, First Steps to your IIoT Journey
    - Is Your Factory Future-Ready?
    - The Inside Secrets of Smart Manufacturing
- Subscribed to eNewsletters:
  - SI Update
  - SI Newsletter
  - Digital edition of quarterly SI magazine
- Registered for:
  - eBook: Engineer’s Guide to Data Collection & Insights for IIoT Initiatives
  - Infographic: The Power of Two
**AUDIENCE PROFILES**

**Gary F.**
Global Sr. Mgr. Digitalization
Partnership Development
SKF

- **45 website visits** in the last 12 months
- **9 actions**

**Recent page views:**
- Tips for monitoring variable-speed equipment with IIoT sensors
- Inflexible supply chains, meet the nimble approach to manufacturing
- What’s the connection with AI & preventative maintenance?

**Webinar Registrations**
(4 Webinars over the last 3 years):
- The Inside Secrets of Smart Manufacturing
- The Artwork of Industry 4.0: Unlocking the Potential of Digital Industries for Consumer Products Companies

**Subscribed to eNewsletters:**
- SI Update
- Digital edition of quarterly SI magazine

**Registered for:**
- Special Report: Digital Transformation Use Cases: Employing Digital Tools To Excel During...
- Technology Report: Insights from the edge fueling solutions for the edge
- Technology Report: Predictive Maintenance: Using the Past to Super-Charge the Future

**Pedro G.**
Equipment Reliability Engineer
Electrolux

- **14 website visits** in the last 12 months
- **9 actions**

**Recent page views:**
- Sparkplug: Open-source technology to bridge the IT/OT gap
- Perspectives Part Four: COVID-19 & manufacturing
- What’s the connection with AI & preventative maintenance?

**Webinar Registrations**
(5 Webinars over the last 2 years):
- Basecamp
- Digital Transformation in Asset Intensive Industries
- New MES IT/OT Divide

**Registered for:**
- eBook: Engineer’s Guide to Data Collection & Insights for IIoT Initiatives
- Infographic: Predict, Prevent, Excel: TrakSYS for Maintenance Management
- Case study: Industrial IIoT-Enabled Remote Monitoring Improves OEM Service Performance

**Brendan M**
Process Engineering Technician
Mercury Marine

- **4 website visits** in the last 12 months
- **11 actions**

**Recent page views:**
- 2020 Technology Report: An Engineer’s Guide to the Industrial IoT

**Webinar Registrations**
(10 Webinars over the last 2 years):
- The Critical, First Steps to your IIoT Journey
- Is Your Factory Future-Ready?
- The Inside Secrets of Smart Manufacturing

**Registered for:**
- 2020 Technology Report: An Engineer’s Guide to the Industrial IoT
EDITOR PROFILE

EDITOR IN CHIEF
Chris McNamara

“Working in this digital-transformation space is like catching a tiger by the tail... each day delivers massive changes, huge opportunities and the emergence of tools, trends and technologies that are—to put it simply—improving the ways we work and live.”

• Smart Industry Editor in Chief since 2019
• Connectiv Editorial Council Member
• Freelance magazine journalist covering topics from digital transformation to travel
• Member of the Society of Children’s Book Writers & Illustrators
• Board member of the Friends of Thomas Ford Library
• Father of three wonderful children and one awful dog

Accomplishments
Shepherded the growth of Smart Industry from its infancy to current position as an authority on digital transformation and an active community for all voices within this conversation.

Launched the Base Camp Digital series to deliver IIoT expertise—remotely—to thousands of attendees on a range of trending topics in the modern manufacturing space. Currently produce and moderate the INSIGHT webinar series, which connects thousands of professionals with industry experts.

Launched the Remaking Industry podcast to deliver thought-leadership on emerging digitalization trends directly to a global audience, wherever they may be listening.

Digital-Transformation Trends for 2022
New speed and functionality within industrial networks powered by 5G to enable greater granularity of insights and smarter operations than even just a few years prior.

Continued acceleration of all of these digitalization projects due to the pandemic. Remote-work capabilities continue to evolve to meet demand from workforces realizing that automation and remote access can not just replace traditional ways of working but enhance the efficiency and safety of industrial operations.

Mainstreaming of formally exotic tools and techniques such as robots, cobots and augmented reality. As these approaches gain footholds and prove their value and ease of use, their adoption will snowball, particularly among laggards.

Recognition that digital transformation is not a tool or a destination, but rather a mindset, a wider business strategy encompassing myriad elements to empower human teams to optimize all of their efforts inside and outside their facilities.
EDITOR AT LARGE
Keith Larson

“Having covered the industrial automation space for more than 30 years, it’s stunning to see the pace of digital technology innovation in recent years. The COVID pandemic has only catalyzed further transformation, and industry will never be the same.”

- Founding editor and organizer of Smart Industry
- Long-time journalist, pundit and communicator in the industrial automation space
- Honored with numerous business journalism awards, including Connectiv’s Jesse H. Neal award
- Recovering chemical engineer, also serves as vp content for Putman Media and editor-in-chief of Control
- Empty-nester with two grown daughters now lives in Chicago’s South Loop with lovely wife Lisa
- Persistent endurance runner who finally broke four hours at the 2019 Chicago Marathon, and is queued up to try for new PR in October 2021

Accomplishments
Conceived of Smart Industry in 2014 as a media platform dedicated to advancing the transformation of industry through the application of new digital tools, strategies and work processes. A Fast Company, if you will, for the manufacturing set.

Leader and group publisher of Putman Media’s industrial automation media brands, including Control and Control Design as well as Smart Industry. Founding editor of the company’s Pharma Manufacturing brand.

Frequent speaker and commentator on the industrial automation landscape, including podcasts, videos and (especially lately) virtual industry events.

Digital-Transformation Trends for 2022
The COVID-19 pandemic has turned a range of digital technologies from “nice-to-haves” to “must-haves.” These include digital tools that enable secure, remote access for the WFH crowd, as well as mobile worker platforms that enable remote subject matter experts to collaborate with field workers, and for field workers to access the information they need to perform their work correctly and efficiently.

Persistent supply chain issues continue to plague manufacturers and other critical infrastructure suppliers as we enter 2022. Industrial companies are rethinking supply chains long optimized for lowest costs to provide greater resilience instead.

Longer term, the capabilities of traditional industrial automation and control systems will continue to be enhanced with local, edge-based data analytics and AI to form increasingly autonomous systems that help identify and resolve problems before they escalate. Integration with cloud-based systems will also make the management of asset performance across the enterprise a more achievable reality.
MAGAZINE ADVERTISING

Each quarter (March, June, September and November), the magazine edition of Smart Industry is delivered to nearly 30,000+ decision-makers across the U.S. industrial landscape.

Each themed issue delivers independent, need-to-know information designed around the needs of key decision-makers:

- **Business strategists** charged with envisioning the new value propositions and business models to be enabled by digital transformation. Titles include: C-Level & General Management
- **Technology strategists** charged with determining what software, systems and underlying architecture will allow their organizations to achieve those transformational objectives. Titles include: CTO & IT
- **Operational strategists** charged with the day-to-day transformation of business processes and organizational structure. Titles include: Engineering, R&D, Plant Operations & maintenance, Purchasing

CIRCULATION BREAKDOWN

Quarterly magazine with a total distribution of 30,969.

- Process Industries........ 35%
- Discrete Industries ...... 34%
- Wholesale Trade/ Durable & Non Durable Goods ..................... 28%
- Utilities/ Power Generation ........ 2%

Qualified Print: 21,000
Qualified Digital: 9,969

FOUR-COLOR PRINT ADVERTISING RATES (NET)

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<th>Ad Sizes — (WxD)</th>
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# 2022 Editorial Schedule

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<tr>
<th>Print Magazine Quarterly</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<td>Cover Story</td>
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<td></td>
<td>COVER STORY: Storming Into 2022: Insights and Updates from the Crystal Ball Report</td>
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<td>ENABLING TECH: New Toys and Tools for Edge Optimization</td>
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<td>EMERGING TECH: What’s the State of 5G in Industry?</td>
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<td></td>
<td>DIGITAL USE CASE: Quest for Firelogs: The Duraflame Transformation Story</td>
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<tr>
<td>Other Issue Themes</td>
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<td>COVER STORY: Building Blocks—Next Steps With Industrial Automation</td>
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<td>ENABLING TECH: Asset Performance Management</td>
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<td>EMERGING TECH: Next Steps with Asset Performance Management</td>
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<td>DIGITAL USE CASE: A Stronger, Safer, More Remote Workforce</td>
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<td>Other Marketing Opportunities</td>
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<td>eHandbooks</td>
<td>2022 Crystal Ball Report</td>
<td>Predictive Maintenance</td>
<td>Industrial Networks</td>
<td>Data Analytics</td>
<td>Industrial Automation</td>
<td>Edge Solutions</td>
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<td>Video eHandbook series</td>
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<td>Industrial Automation</td>
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<td>Remote/Cloud Connectivity</td>
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## 2022 EDITORIAL SCHEDULE

<table>
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<th>Print Magazine Quarterly</th>
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<tr>
<td><strong>JULY</strong></td>
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<td>Cover Story</td>
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<td>Other Issue Themes</td>
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<tr>
<td><strong>INSIGHT Webinar Series</strong></td>
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SHOWCASE YOUR EXPERTISE IN PRINT

Ideas Exchange - Sponsored Editorial Section

In each quarterly issue of Smart Industry magazine, our sponsored Ideas Exchange section allows solution providers to communicate directly with the Smart Industry audience, sharing your company’s perspective using your voice, your terminology and reflecting your domain expertise.

- Ideas Exchange columns are provided as a value-added/bonus for full-page display advertisers. Who commit to all 4 quarterly issues

- The Smart Industry content team handles the editing, production and layout elements, ensuring your column is engaging to readers. You simply provide 500 words of copy and a high-resolution image of the column author.

- Ideas Exchange columns are unique in that they personalize your marketing efforts and directly connect your people to prospects.

Intelligent alarming leverages Industrial IoT to reduce risks and costs

Modern analytics: Who forgot the engineers?

Standardized IoT communication simplifies implementation of Industrie 4.0 concepts

Rising Value

Seeq Corporation
INDUSTRY PERSPECTIVE Q&A

We’re offering industry leaders the opportunity to be spotlighted in a unique Q&A feature that we’re calling “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 that appeared in our sister magazine Control (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, 30,000+ strong subscriber list of Smart Industry. 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 new Smart Industry podcast series.

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, social media posts and premium content alerts.

PROGRAM PRICE:
- Industry Perspective Q&A ................................................................. $6,500 net
- Digital Promotion Package ............................................................. $3,000 net
- Solution Spotlight Podcast ............................................................. $2,000 net
E-NEWSLETTER SPONSORSHIP

The Smart Industry Update enewsletter is distributed twice weekly (each Monday and Thursday) to our engaged audience of nearly 12,000 decision-makers across industry. SI Update provides an eye-catching combination of informative features, sponsored segments, graphics and alerts of the latest trends. Sponsorship of SI Update delivers a unique combination of branding and awareness, and is effective in driving click-through activity. Further, SI Updates provide the ability to associate your name with a specific brand message.

Just select the ad unit you’d like to use (right), supply us with creative for your ad and destination URL on your website. 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. Advertising in the SI Update places your messaging directly in the inbox of prospects, affording one-click access to more information on your products and services.

The Top Five, a special edition of SI Update, is published the last Friday of every month, celebrating the most-read Smart Industry pieces in the last 30 days.

PREMIUM SPONSOR: $2,150 NET
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: $1,300 NET
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.
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 Smart Industry 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 $5,000 net per issue

<table>
<thead>
<tr>
<th>CUSTOM E-NEWSLETTER AD SPECIFICATIONS *</th>
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</thead>
<tbody>
<tr>
<td>Position</td>
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<tr>
<td>Featured Sponsor</td>
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<tr>
<td>Sponsored Link</td>
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</table>

* All character counts include spaces.
WEBSITE ADVERTISING

Website advertising is an effective way to accomplish two distinct missions: brand awareness and measurable engagement. Smart Industry offers a range of advertising units to meet your goals, ranging from leaderboards to welcome ads. And with some 15,000 user sessions and 28,000 page views each month, the opportunities to connect with engaged readers abound. Most ad formats are purchased on a cost-per-thousand basis. The welcome ad, however, is priced based on a flat monthly fee, and is the most prominent ad position we offer. This exclusive position appears upon entry to the site, before the actual destination page is served (whether the visitor first arrives via a bookmark, e-newsletter link, Google referral or any other method). This 640 x 480 pixel unit sits in the middle of screen for up to eight seconds, with your branding and message the only thing visible. Clients can expect to reach approximately 5,000 unique ad impressions for 2 weeks with their welcome ad message.

<table>
<thead>
<tr>
<th>Availability</th>
<th>Medium Rectangle: $150</th>
<th>Leaderboard: $160</th>
<th>Billboard: $170</th>
<th>Welcome Ad: $2,750 net/ 2 weeks</th>
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</thead>
<tbody>
<tr>
<td>Platforms Served</td>
<td>DESKTOP &amp; MOBILE</td>
<td>DESKTOP &amp; MOBILE</td>
<td>DESKTOP &amp; MOBILE</td>
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<td>300x250</td>
<td>728x90</td>
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<td>Maximum Expanded Dimensions</td>
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<td>Expansion not allowed for these units</td>
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Our eHandbooks bring together a mix of Smart Industry content and educational articles from clients (sponsors) in a unique, downloadable report/PDF package. We’ll repeatedly promote the Report through a variety of channels (dedicated email, e-newsletter, repeated, tagged posts across Smart Industry social channels, website links) over a three-month period, tagging your enterprise wherever appropriate.

Each eHandbooks provides its sponsors with a cost-effective opportunity to build category thought leadership among a self-qualified audience, each of whose contact information will be shared with the Report’s sponsors.

**Sponsorship**
- Full page ad with live links (specs 7-7/8” wide x 10-1/2” high)
- Article contribution (must be submitted at least 30 days before publishing date, or it will not be considered due to production limitations)
- eHandbook is promoted in the print issue of Smart Industry, including cover image, summary and QR code linking readers to the report registration page.

Our eHandbooks focus on both the specific technologies enabling digital transformation and on the areas in which these technologies are being put to work effectively.

### 2022 TOPICS AND PUBLISHING DATES

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<th>Launch Date</th>
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<th>Material Date</th>
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Investment = $2,995 Net

**Helpful Resources:**
- Sample Tech Report: Link to Data Analytics Report
- Sample Landing Page: Link to Registration Page
SPECIAL REPORTS

Our Special Reports are designed to position your company as a leading solution provider within a particular technology category as well as generate exclusive qualified sales leads within that category.

Unlike our standard eHandbook offering, our Special Reports are created from the ground up to align with your company's specific marketing priorities. You are the exclusive sponsor and own the rights to the final product, and may use as a promotional piece in your own content marketing channels.

We'll repeatedly promote the Special Report through a variety of channels (dedicated email, e-newsletter, social, website links) over a three-month period, tagging your enterprise wherever appropriate.

PRICING & CONTENT OPTIONS

• $6,500-$7,500 net for an exclusive Special Report using a combination of archival Smart Industry content and sponsor contributed content
• $7,500-$8,500 net for an exclusive Special Report that also features one piece of new, custom content developed by the Smart Industry editorial team
PREMIUM CONTENT PROMOTION PROGRAM

Our Premium Content Promotion Program consists of a mix of email, website and social media promotions of a supplied premium 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 also take other forms—e-books, decision guides,.infographics, research summaries, etc.

Because we’ve spent years building a database of key decision-makers, our white paper programs offer:

- Targeted lead generation
- Thought-leadership via your association with the Smart Industry brand
- Detailed reporting

**Tier 1: Premium Content Program: $4,500-$5,500 net**
- Promotion of your content (Whitepaper, eBook, Research etc) thru alerts & Enewsletters.
- Content is reviewed and approved by Smart Industry editor prior to distribution
- We’ll deliver between 50-100 leads

**Tier 2: Premium Content PLUS Program: $7,500-$8,500 net**
- All that is included in the Premium Content Program
- PLUS, Full page 500 word write-up in a print edition with an overview of the white paper and a CTA to get the full whitepaper

**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.

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

Sponsors may add additional fields or Demographic filters, but keep in mind this may increase the pricing and/or impact registrations promised.
WEBINARS

The Smart Industry team will work with you to jointly create and promote an informational webinar to our highly engaged audience of industry professionals. Our editors and our webinar manager will work with you to coordinate all event details and deliverables.

Sponsoring a Smart Industry Webinar

We developed a process that make sponsorship as easy as possible from working with our editorial staff on your content presentation to providing excellent customer service in working with our webinar management team. In addition, you can expect:

- An opportunity to present alongside our editorial team
- Our platform allows attendees to download additional sponsor assets such as white papers, videos and product information while viewing your webinar
- Live interaction with attendees during the Q & A session
- Participation during the attendee polling in the live event
- Branding on pre-event, live and post-event marketing
- Detailed reporting that includes attendee contact information, information about what they downloaded during the event and a summary of the polling information that was gathered during the broadcast

Webinar Promotion

All Smart Industry webinars are promoted through a variety of media platforms:

- All webinars are posted to our robust Webinar Registration Portal on smartindustry.com. On this platform our editors list dates, keynote speaker bios and topic overviews. Visitors can view the portal and pre-register for the webinars of their choice
- Sponsor information is then loaded onto the registration portal...company logo attached to their webinar as well as their speaker bio and presentation summary. We market each specific webinar through email, website & enewsletter promotion and social media
- Immediately after each live webinar a ‘view on demand’ link is sent to all webinar registrants. We continue to promote each webinar thru our website and enewsletters. This insures that sponsors will continue to receive sales leads long after the live event
- All webinars are archived on our webinar portal and remain gated for registration for six months

Webinar Deliverables to Sponsors

- Exclusive pre-event, live, and post-event branding
- All registrations up to live event
- All post-event ‘on-demand’ registrations
- Ability to control message
- Up to 40 minutes of presentation time
- Rights to post webinar on your website
- Downloadable resource links during event
- Reporting portal access
- Q & A participation

A few webinar topic ideas:

- How to Build a Network Infrastructure Modernization Plan
- From Tablets to Wearables: Options for Mobile Worker Enablement
- How Can Additive Manufacturing Streamline Product Development?
- Time Sensitive Networking: Toward a Single Standard for Automation
- Toward Zero Unplanned Downtime: Get the Most from Prescriptive Analytics

Pricing is $9,000 Net
CUSTOM EBLASTS

Target your messaging to a specific audience or industry

Our Custom eBlasts are the simplest and easiest way to push your HTML out to a specific audience. Just select the audience using our eList file.

Minimum Requirement of 5,000 names.

Price:
$415 CPM

To Learn More Contact:
Jeff Mylin
Publisher
jmylin@putman.net
847-533-9789
VIDEO EHANDBOOK

Smart Industry’s Video eHandbook Series was created to satisfy the industrial community’s persistent demand for educational material, delivered in an easily digestible video format. Each of the videos is 5-7 minutes in length and is presented by Smart Industry’s editors or other experts in the field. The videos require registration to view, and viewers’ contact information will be shared with each video’s sponsors. Cost for each sponsorship is $2,700 net.

Sponsor Benefits
Each IIoT Video eHandbook Series sponsors (Limit 2) 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 50+ 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.

Upcoming Topics
- Industrial Automation—March
- Remote/Cloud Connectivity—June
- Machine Learning & Artificial Intelligence—September
- Data Analytics—November

Helpful Resources:
Click here for a sample Video

Price:
$2,700 net
After two successful years of our INSIGHT webinar series and more than 2,000 unique registrants, Smart Industry again delivers a webinar series with accompanying digital content that covers the spectrum of digital-transformation tools, topics and techniques. During our 2022 sessions, we’ll connect with industry experts and end users who are reaping real rewards with the IIOT... exploring both early efforts and scaled programs to provide attendees insights that they can replicate at their businesses.

Timing:
• Spring Event: Starts April 1st and runs for six consecutive weeks
• Fall Event: Starts October 7th and runs for six consecutive weeks

Sponsorship Deliverables:
You as a sponsor of our webinar series will receive not only the benefit of all types of branding efforts, but all registrants’ contact information from all webinars with the exception of the Platinum and Gold webinars. Registrations will continue to 6 additional months

For more information on Sponsorship opportunities, contact Jeff Mylin at 847.533.9789, jmylin@putman.net

We’re delivering the experts and insights from Smart Industry directly to you with our INSIGHT webinar series.

**Sponsorship Packages:**

**Platinum: $15,000 (limited to 1 sponsor per series)**
This sponsorship includes everything from the Silver package as well as the following:
• Keynote webinar of your own on the opening day of our event. All leads from your event will be exclusive to you.
• Webinar brief where our editors will review your webinar and create a pdf document—a Cliff Notes version of your webinar for your own use. This piece can be utilized in promotional efforts to your audience and/or we can broadcast it to the Smart Industry audience to generate leads.

**Gold: $12,000 (limited to 1 sponsor per series)**
This sponsorship includes everything from the Silver package as well as the following:
• Custom webinar of your own on the closing day of our event. All leads from your event will be exclusive to you.
• Webinar brief, where our editors will review your webinar and create a pdf document—a Cliff Notes version of your webinar for your own use. This piece can be utilized in promotional efforts to your audience and/or we can broadcast it to the Smart Industry audience to generate leads.

**Silver: $8,500 (limited to 4 sponsors per series)**
• Complete exposure with branding for each webinar, including pre-webinar marketing initiatives shared across Smart Industry channels (from trigger articles to social posts, dedicated alerts to banner ads).
• Your company logo associated with each webinar and your collateral shared with audiences during the webinar.
• Complete list of registrants from all webinars (except Platinum and Gold). Since this series will be on demand and marketed for six months, you’ll continue to generate leads over that period.
• Each sponsor will receive the option to record a Smart Industry-moderated use-case podcast featuring your leadership and a customer; this podcast will receive a call out after each webinar, inviting those attendees to access the podcast.
• Each sponsor will also receive a podcast brief. Smart Industry editors will review your podcast and create a pdf document—a Cliff Notes version of your podcast for your own use. This piece can be utilized in promotional efforts to your audience and/or we can broadcast it to the Smart Industry audience to generate leads.

**Bronze: $5,000 (limited to 4 sponsors per series)**
For this Exclusive Bronze sponsorship, Smart Industry will create an INSIGHT Series Special Report that spotlights the presenters, presentations and sponsors. This pdf will be distributed to the Smart Industry audience; anyone who downloads the report will have to register.
• All Sponsors will receive a full page ad in the digital pdf
• SI promises to deliver at least 150 leads from the report.
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