The Journal publishes 11 e-newsletters at 32x frequency, targeted to plant management, maintenance, engineering and automation professionals to keep them informed about industry news, success stories and technical insights. They average a 53% open rate, while the rest of the industry averages 20% for opt-in e-newsletters. Each e-newsletter has been requested by the recipient, delivering high response rates from your key customers and prospects. They’re timely, effective and deliver your product directly to the inbox of readers responsible for making purchasing decisions about automation software, hardware and related products.

**The Journal E-News** (Feb., April, June, Aug., Oct., Dec.)
This accompanies the print edition and delivers the digital edition.

**Webinar Calendar E-News** (May, July)
This is a list of webinars from Rockwell Automation and its Partners.

**Food & Beverage E-News** (May)
This will be sent to a targeted segment of our opt-in e-newsletter list specific to food- and beverage-related subscribers.

**Automotive E-News** (May)
This will be sent to a targeted segment of our opt-in e-newsletter list specific to automotive-related subscribers.

**Oil & Gas E-News** (May)
This will be sent to a targeted segment of our opt-in e-newsletter list specific to oil- and gas-related subscribers.

**Network Tech E-News** (March, July, Sep.)
This covers network maintenance, performance & cybersecurity; wireless applications; cabling; Ethernet and EtherNet/IP; smart manufacturing and connected components; and more.

**Motors & Electrical Systems E-News** (Mar., May, Aug., Nov.)
This covers motor control, efficiency & troubleshooting; VFDs & motion control; electrical monitoring, testing & safety; NFPA and other standards; and more.

**Video Showcase E-News** (Jan., Mar., April, Sep.)
This promotes videos from already on your company’s website or YouTube channel, plus videos from Automation Fair.

**White Paper Alert E-News** (Feb., Apr., May, June, Sep., Oct.)
This promotes your white papers and eBooks.

**Special: Pre- and Post-Automation Fair Product Highlights E-News** (Oct. 27, Oct. 31, Nov. 11, Dec. 2)
These four e-newsletters promote the products you’ll be showing at Automation Fair Nov. 18-19 in Anaheim.

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**Ad specifications and rates:**

- **Banner Ad** ............... $1,500*
- **Partner of the Month** (top spot) ........... $1,350* (first come-first served)
- **Editor’s Choice** ............. $1,200* (under Partner of the Month)
- **Sponsored Product** .......... $1,100* (our standard text-based ad unit)

*Rates are net.

**Specs:** Send a headline up to 40 characters; text up to 40 words; a 300 dpi, 100x100 pixel square image in jpg format; and a URL that goes to a landing page on your website featuring only referenced products or to your listing on the Rockwell Automation Partner website. Cc your Partner Program Manager when you send it to us.

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