

The Journal publishes 3 e-newsletters targeted to automation professionals, including plant management, control engineers, design engineers, operations and maintenance. They're designed to keep this important audience informed about industry news, success stories and technical insights from Rockwell Automation and Partners. They're timely and effective, and deliver your product directly to the inbox of readers responsible for making purchasing decisions about automation software, hardware and related products.

- 100% of our 22,000 subscribers have requested The Journal e-newsletters by opting in through rockwellautomation.com.
- The Journal e-newsletters average an industry-leading 53% open rate.

The Journal E-News: Our monthly e-newsletter, featuring Rockwell Automation and Partner stories as well as links to new white papers, video and podcasts.

Video Showcase E-News: Published 4X (Feb., March, June, Sept.) featuring a video on your company's website or YouTube channel, plus videos from Automation Fair.

Automation Fair Product Highlights E-News (2 in Oct., 3 in Nov., 1 in Dec.) These six e-newsletters promote the products your company is featuring at Automation Fair.

Ad specifications

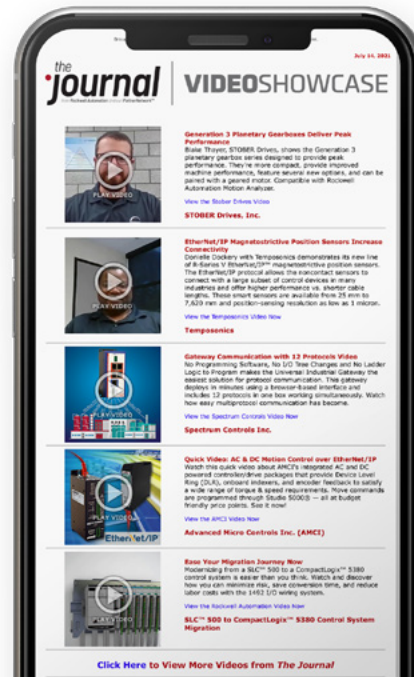
The Journal E-News and Automation Fair Product Highlights E-News Specs: A headline up to 40 characters; text up to 40 words; a 300 dpi, 100x100-pixel square image in jpg format; and a URL that goes to a landing page on your website (do not use a

UTM code) featuring only referenced products or to your listing on the Rockwell Automation Partner website.

Video Showcase Specs: A headline up to 40 characters; text up to 55 words; a 300 dpi, 200x200-pixel square image in jpg format; a URL that goes to your video; and a URL that goes to a landing page on your website (do not use a UTM code) featuring only referenced products or to your listing on the Rockwell Automation Partner website.

View a Sample

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*** Rates ↑**

Banner Ad:
\$1,600 net

Partner of the Month:
\$1,400 (Top position)

Editor's Choice:
\$1,300 (under Partner of the Month)

Sponsored Product:
\$1,300 (our standard text-based ad unit)

🔍 Point of contact

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📌 NOTE You are required to copy your Partner Program Manager on all materials when you submit them to The Journal.

RATES Rates are net.