



### Use a Q&A with Our Editor to Tell Your Story

You have a story to tell, and we're offering you an opportunity to tell it by being featured in a unique Q&A feature called "Industry Perspective." It takes the form of a sponsored two-page Q&A interview between *The Journal's* Executive Editor Theresa Houck and your spokesperson on a topic of particular importance to your organization.

The Industry Perspective feature is presented as a conversation, so it's uniquely suited to telling stories that are difficult to convey in a traditional advertising format.

### What Can You Do with an Industry Perspective Asset?

- Provide a company executive's view on the state of the industry or an important trend the company is part of.
- Recognize inventors or innovators from your company who have advanced or are advancing the industry.
- Celebrate and expand on the legacy of innovation that resulted from introducing an industry-changing technology.
- Illuminate the growing array of services you offer to differentiate the industry-leading value it provides to your customers.
- Delight readers with the charming story of how your company started because of industry conditions and how that affects how you do business today.

### How Does It Work?

- 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 4-5 questions, a photo of the interviewee, and a supporting graphic.

- The two-page spread will be included in a mutually agreed-upon print issue of *The Journal*, and will reach the 40,000 print subscribers and 22,000+ OPT-IN digital subscribers.
- You'll also receive a standalone PDF of the Q&A article you can use for your own content marketing purposes.

### Print & Digital Promotion

Along with your article's magazine readership, we'll promote your digital article via a series of digital traffic drivers that include e-newsletter ads and postings in 50+ relevant LinkedIn groups, and links will be included in our fall Automation Fair Directory. This package will deliver your Industry Perspective to an enormous audience of industrial automation and manufacturing influencers and practitioners.

We can turn your Industry Perspective into a podcast with Journal Executive Editor, Theresa Houck. All Podcasts include searchability on iTunes, Google Play, Spotify and other popular apps, and will include links to your website and downloadables in podcast descriptions; social media sharing via *The Journal's* Facebook, LinkedIn and Twitter channels; and Rockwell Automation, Automation Fair and 50+ other relevant LinkedIn Groups. Podcast Option Rate: \$2000 net.



### View a Sample

Click [here](#) to enlarge the sample.



### Price:

**Industry Perspective Rate:**

**\$7,500 net**

**Podcast Option Upgrade:**

**\$2,000 net**



### Point of contact

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