What is The Journal?
With 4 print magazines, 8 digital magazines and 22 e-newsletters, The Journal From Rockwell Automation and Our PartnerNetwork™ is a unique, award-winning publication published for 28 years by Putman Media for Rockwell Automation. Our mission is to demonstrate Rockwell Automation and its Partner companies as automation industry thought leaders. The publication informs Rockwell Automation customers and prospects about trends and technology in industrial automation, including OEM ecosystems; digital transformation; control solutions; asset management; safety; motion control; motor control & maintenance; network design & security; supply-chain management; tracking & compliance; and more.

Editorial Content
The Journal’s editorial calendar aligns with Rockwell Automation key strategic initiatives and markets. Content focuses on technology and knowledge from Rockwell Automation and its Partners. Every issue features how-to articles, case histories, industry news and new product announcements. The right and privilege of submitting editorial content and advertising are available only to Partners.
Readers
Because *The Journal* is a custom magazine, it is not BPA audited. Reaching almost 62,000 readers… it’s better. The print magazine’s distribution of 40,000 consists of key names from the Rockwell Automation customer database. Each name has been added by a Rockwell Automation sales engineer and identified as a current customer or key prospect. Our digital magazine and e-newsletter circulation of 22,000 is a 100% opt-in audience through [www.rockwellautomation.com](http://www.rockwellautomation.com).
**Award-Winning Legacy**

The Journal has a long history of effectively earning editorial and design honors, including “Best Magazine” 12 out of the last 14 years. What does this mean for you? You get a high-quality medium to deliver your message directly to your customers and prospects.

Here are some of our recent awards.

**2019**

**Content Marketing Awards from the Content Marketing Institute**
- Best Manufacturing Magazine, The Journal team. Sponsored by the Content Marketing Institute, the international award program recognizes the magazine as a whole for content, design, fulfillment of its mission for the customer, and overall quality.

**APEX Awards of Excellence in Corporate Communications**
- Award of Excellence, Best Magazines, Journals & Tabloids – Custom-Published

**2018**

**APEX Awards of Excellence in Corporate Communications**
- Grand Award, Design & Illustration. This is the highest award from APEX, honoring the magazine for overall design.

**2017**

**APEX Awards of Excellence in Corporate Communications**
- Award of Excellence, Best Magazines, Journals & Tabloids – Custom-Published

**2016**

**APEX Awards of Excellence in Corporate Communications**
- Award of Excellence, Best Magazines, Journals & Tabloids – Custom-Published

**2015**

**APEX Awards of Excellence in Corporate Communications**
- Award of Excellence, Best Magazines, Journals & Tabloids – Custom-Published
- Award of Excellence, Feature Writing, April 2014, “Make Secure Connections” – the highest award bestowed for outstanding feature writing

**American Society of Business Press Editors (ASBPE) National Competition**
- Silver Azbee Award for Design, February 2014, Contents Page or Pages

**ASBPE Midwest-South Regional Competition**
- Gold Azbee Award for Design, February 2014, Contents Page or Pages

**2014**

**APEX Awards of Excellence in Corporate Communications**
- Award of Excellence, Best Magazines, Journals & Tabloids – Custom-Published
- Award of Excellence, Feature Writing, April 2014, “Make Secure Connections” – the highest award bestowed for outstanding feature writing

**Business Marketing Association B2 Awards for the Best in B2B Publishing**
### 2022 Editorial Calendar

#### Print Magazine (4x)

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Launch</th>
<th>Ad Close</th>
<th>Ads Due</th>
<th>Articles Due</th>
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<td>DEC. 15, 2021</td>
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<td>NOV. 30, 2021</td>
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<tr>
<td>- Smart Systems &amp; Machines</td>
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<tr>
<td>- Automation Fair 2021 Wrap-Up</td>
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<tr>
<td>- Industry: Packaging</td>
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<tr>
<td><strong>FEBRUARY</strong></td>
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<td>APR. 21</td>
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<td>APR. 6</td>
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<tr>
<td>- Asset Performance Management</td>
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<tr>
<td>- Industry: Food &amp; Beverage</td>
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<td>JUNE 13</td>
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<tr>
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<tr>
<td>- Industry: Water Wastewater</td>
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<td><strong>AUGUST</strong></td>
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<td>- Process</td>
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<tr>
<td>- Automation Fair Directory Issue</td>
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<tr>
<td>- Industry: Oil &amp; Gas / Chemical</td>
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<td><strong>NOVEMBER</strong></td>
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#### Digital Magazine (8x)

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**Point of contact**

To submit editorial content, contact Executive Editor, Theresa Houck at 630-433-6994, thouck@putman.net.
<table>
<thead>
<tr>
<th>Editorial Focus</th>
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<td>JAN. 18</td>
<td>JAN. 27</td>
<td>JAN. 18</td>
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<td>MAR. 31</td>
<td>FEB. 18</td>
<td>MAR. 3</td>
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<td>NOV.21</td>
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**Video Showcase (4x)**

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<td>MAY 26</td>
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</tr>
<tr>
<td>SEPT. 15</td>
<td>AUG. 25</td>
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**Video Showcase**

Videos from Rockwell Automation and companies in its PartnerNetwork program.
<table>
<thead>
<tr>
<th>AUTOMATION FAIR e-NEWSLETTERS (6X)</th>
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<tbody>
<tr>
<td><strong>Pre-Automation Fair Product Preview</strong></td>
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<td>OCT. 29</td>
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</tr>
<tr>
<td>NOV. 10</td>
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<tr>
<td>NOV. 16</td>
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<tr>
<td><strong>Post-Automation Fair Product Review</strong></td>
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<td>Publish Date</td>
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<td>DEC. 3</td>
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</table>

**PRE-AUTOMATION FAIR** E-newsletter of all ads, promoting exhibits and products before Autotomation Fair.

**POST-AUTOMATION FAIR** E-newsletter of all ads, promoting exhibits and products after the show.
## Podcast Editorial Series (12x)

<table>
<thead>
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<th>Editorial Topic</th>
<th>Sponsorship Ad Close</th>
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<tbody>
<tr>
<td><strong>JANUARY</strong></td>
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<tr>
<td>Automation Fair 2021 Wrap-Up</td>
<td>JAN. 10</td>
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<tr>
<td><strong>FEBRUARY</strong></td>
<td></td>
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<tr>
<td>5 Industry Trends Affecting How You Work</td>
<td>FEB. 7</td>
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<td><strong>MARCH</strong></td>
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<tr>
<td>Supply Chain Reliability in a COVID-19 World</td>
<td>MAR. 7</td>
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<td><strong>APRIL</strong></td>
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<td>2022 Industrial Automation Trends</td>
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<td><strong>MAY</strong></td>
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<td>Industrial Analytics Trends Supporting Digital Transformation</td>
<td>MAY 9</td>
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<tr>
<td><strong>JUNE</strong></td>
<td></td>
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<tr>
<td>The Edge, The Cloud, and Where to Be</td>
<td>JUNE 6</td>
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<tr>
<td><strong>JULY</strong></td>
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<tr>
<td>Smart Water Initiatives for the Water Wastewater Industry</td>
<td>JULY 11</td>
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<tr>
<td><strong>AUGUST</strong></td>
<td></td>
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<tr>
<td>Why Single Pair Ethernet is a Big Deal</td>
<td>AUG. 8</td>
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<tr>
<td><strong>SEPTEMBER</strong></td>
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<tr>
<td>Cybersecurity &amp; Case Studies in Oil &amp; Gas, Water Wastewater and more</td>
<td>SEPT. 5</td>
</tr>
<tr>
<td><strong>OCTOBER</strong></td>
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<tr>
<td>What I’m Excited About for Automation Fair 2022</td>
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<tr>
<td><strong>NOVEMBER</strong></td>
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<td>Virtual Commissioning and Digital Twins in the Real World</td>
<td>NOV. 7</td>
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<td><strong>DECEMBER</strong></td>
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<tr>
<td>Automation Fair 2022 Wrap-Up</td>
<td>NOV. 29</td>
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</tbody>
</table>

**Topics**

Editorial topics are subject to change as industry conditions change.

**Note**

Each podcast launches mid-month.

**Note**

Executive Editor Theresa Houck discusses a relevant topic in this editorial podcast series.
For 2022, our award-winning *The Journal* magazine offers more frequent coverage and greater marketing flexibility by publishing 4 quarterly print magazines and 8 digital magazines. Each quarter, then, *The Journal* will publish one print and two digital magazines.

**Reach and Coverage**

*The Journal* print and digital magazines reach a combined 62,000 automation professionals that include control engineers, plant operations, engineering, maintenance and all levels of plant management.

- **The Journal Print Magazine**: Is mailed to 40,000 professionals from a database of Rockwell Automation customers and prospects, selected by Rockwell for distribution.
- **The Journal Digital Magazine**: Is sent to 22,000 opt-in subscribers who have requested it through a registration link on rockwellautomation.com. It’s important to note that the average digital magazine open rate exceeds 53%.

**Advertising Flexibility**

Marketers can now choose to advertise in our print and digital magazine or *The Journal* digital magazine only. Your options include:

- **Print & Digital**: Your ad will appear in the quarterly print magazine as well as the two following quarterly digital magazines. No new creative may be submitted for the digital magazines; we’ll run the same ad that was in the print magazine.
- **Digital only**: Your ad will appear in both of the selected quarter’s *The Journal* digital magazines.

**Advertising Options**

**Regular Print & Digital Magazines**: Full-page as well as 1/2- and 1/3-third page creative sizes. The digital magazine also offers article-embedded advertising that links to your company’s website landing page or to your Partner page on rockwellautomation.com.

**Digital Magazines Only**: Full-page and 1/2-page creative sizes. You can also place an article-embedded ad that is seamlessly embedded within a feature article relevant to your message.

**Partner Profiles**: Your company’s story in a full-page ad that can include a color image that looks similar to an editorial feature article. Our editors can write it for you or edit content you submit. Standard full-page display rates apply. Receive a special discount when run in conjunction with a display page.

**Partner Showcase Ad**: Promote your referenced products and services in a 1/6-page editorial write-up. Send a headline, text up to 80 words, a URL, and a high-res image at least 300 dpi in jpg, eps or tif format.

**View a Sample**

Click [here](#) to enlarge the sample.
Article-Embedded Advertising Now Available!

New for 2022, you can place your marketing message seamlessly embedded within the editorial flow of feature articles in our Digital magazine. Your ad will be placed in a feature article pertinent to your product or message, allowing you to target your message to the reader’s personal relevance.

Advertising Rates

- 1X Rate: $2,900
- 4X Rate: $2,400

Article-embedded advertising is a powerful way to:

- Reach your target customers and prospects.
- Expand your market exposure.
- Boost brand awareness.
- Drive reader engagement.
- Affect positive brand affiliation with the award-winning The Journal magazine from Rockwell Automation.

These article-embedded ads link to your company's website landing page or to your Partner page on rockwellautomation.com. You can also link to a video on your website or YouTube.

What The Journal Needs from You

- A headline.
- Text up to 45 words, with hyperlinked call to action.
- A URL to a Partner Program-approved landing page.
- An image 1 in. by 1.2856 in., high res at least 300 dpi.

2022 Publishing Schedule

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Digital Only

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Sample Embedded Ad

ASi-5/ASi-3 CIP Safety over EtherNet + Modbus TCP Gateway BWU3857

Profit from short cycle times & great data bandwidth — with the ASi-5/ASi-3 CIP Safety over EtherNet/IP + Modbus TCP Gateway from Bihl+Wiedemann (BWU3857).

Learn More
### 2022 Display Advertising Rates

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<th>Digital Only 1 time</th>
<th>Print + Digital 4 times</th>
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<td>1/3 PAGE VERTICAL</td>
<td>2-3/16 in.</td>
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<tr>
<td>1/3 PAGE SQUARE</td>
<td>4-9/16 in.</td>
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</tbody>
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#### Bleed

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>8-1/8 in.</td>
</tr>
<tr>
<td>SPREAD</td>
<td>16 in.</td>
</tr>
</tbody>
</table>

### Color Density

Two-color wet printing. The sum percentages of tone values should not exceed 170%, and only one color may be solid. SWOP specifications apply. Four-color process wet printing: total density should not exceed 280%. SWOP specifications apply.

### Submitting Digital Ad Files

To ensure print quality, please send a high-resolution PDF file (300 dpi/150 lpi, CMYK color mode, prinergy specs or print optimized).

Email PDFs to rfitzgerald@putman.net. We do not process native files such as QuarkX-Press or InDesign. Provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

### Shipping Instructions

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to Rita Fitzgerald.

### Points of Contact

**Michael Connaughton**
Sales Manager
mconnaughton@putman.net
513-543-6432

**Rita Fitzgerald**
Production Manager
rfitzgerald@putman.net
630-467-1301, ext. 468

Putman Media, Inc.
1501 E. Woodfield Rd., Suite 400N
Schaumburg, IL 60173
Phone: 630-467-1300
www.putmanmedia.com

Additional contacts [here].
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 downloadable 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.

Price:
- Industry Perspective Rate: $7,500 net
- Podcast Option Upgrade: $2,000 net

Point of contact

Michael Connaughton
Sales Manager
mconnaughton@putman.net
513-543-6432
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**

Click [here](#) to see a recent Newsletter.

### Rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$1,600 net</td>
</tr>
<tr>
<td>Partner of the Month</td>
<td>$1,400 (Top position)</td>
</tr>
<tr>
<td>Editor’s Choice</td>
<td>$1,300 (under Partner of the Month)</td>
</tr>
<tr>
<td>Sponsored Product</td>
<td>$1,300 (our standard text-based ad unit)</td>
</tr>
</tbody>
</table>

**Point of contact**

Michael Connaughton
Sales Manager
mconnaughton@putman.net
513-543-6432

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

**RATES** Rates are net.
The Journal’s eBooks focus on markets and digital technologies of critical interest to our readers. They’re online educational resources for industrial automation professionals that showcase Rockwell Automation and Partner expertise with a focus on industry trends, technical articles, videos and white papers.

**eBook Sponsorship**
All Journal eBook sponsors receive the following:

- A full-page advertisement with a link to your company’s website landing page.
- Feature Article or Product Release: You can submit a feature article. This article can be new or one that has been previously published in The Journal. If you don’t have an article, we can accept a product release.
- Registered Sales Leads: Readers must complete a registration page to download our eBook. Registrations will be delivered weekly to each sponsor in a spreadsheet. A minimum of 250 registrations are expected.

The Journal eBooks are promoted to more than 400,000 automation professionals via:

- The Journal Print and Digital magazines.
- The Journal monthly e-newsletter.
- The Journal’s website page on rockwellautomation.com.
- More than 40 automation-related LinkedIn Groups.
- The Journal’s LinkedIn, Facebook and Twitter channels.
- All promotion is gated with a registration page for downloads.

*Note: Lead generation is a marathon, not a sprint. It will take several weeks for all our promotions to hit via social media,*

e-newsletter and 40+ LinkedIn Group postings. Then, leads will come in most heavily during the first 1-4 months after promotions start.

**eBook Specs**

- **Full page Ad:** 7” x 10” no bleed in PDF format with your URL.
- **Submitted Feature Article:** Up to 1,100 words plus supporting images. It must conform with The Journal’s [Writer’s Guidelines](#). You can include sidebars with links to your assets such as white papers, videos, podcasts, etc., approved by Rockwell Automation.
- **Product Release:** Provide a headline, text up to 200 words, a high-resolution image at least 300 dpi in jpg format, and URL for more information.
- Editorial and ads must be approved by The Journal editorial staff and Rockwell Automation.

**Price**

$3,500 net

**Point of contact**

Michael Connaughton
Sales Manager
mconnaughton@putman.net
513-543-6432

**2022 TOPICS**

- **SUPPLY CHAIN RELIABILITY**
  - February
- **FOOD & BEVERAGE SAFETY**
  - March
- **DIGITAL TRANSFORMATION**
  - May
- **MOTION CONTROL & ELECTRICAL SYSTEMS**
  - June
- **FOOD & BEVERAGE**
  - August
- **OIL & GAS**
  - September

[View a Sample eBook](#)
Click [here](#) to see a recent eBook.
A Special Report is a highly effective content marketing tool that positions your company as a leading authority and top automation solution provider to companies navigating their paths to digital manufacturing. Each report is a custom solution, written and designed around your specific marketing objectives.

- The Journal editorial team and design team will create for you a custom asset in an interactive eBook format.
- You are the exclusive sponsor and own the rights to the final product.
- A Special Report is also a perfect asset for you to use for your own internal audience engagement and nurturing initiatives.

Special Report Process
- The Journal editors will write and produce an article around a topic or solution at your direction and around the topic of your choice.
- You may choose to include your own article contribution.
- You may also provide photos, graphics and links to a white paper, video and other relevant assets on your company’s website.
- The Journal design team will design and produce the finished PDF.

Special Report Promotion
- Over a minimum 90-day period, your Special Report is promoted to more than 400,000 automation professionals.
- The Journal Print and Digital magazines.
- The Journal monthly e-newsletter.
- The Journal’s website page on rockwellautomation.com.

More than 40 automation-related LinkedIn Groups.

- The Journal’s Facebook, LinkedIn and Twitter channels.
- All promotion is gated with a registration page for downloads.

Sales Leads
- Sales leads are captured through a Journal-supplied registration page.
- Sponsors may supply 2 customized yes/no qualifying questions.
- Qualified sales leads are delivered to you in weekly spreadsheet reports.
- View a Sample Registration Page.

- Note: Lead generation is a marathon, not a sprint. It will take several weeks for all our promotions to hit via social media, e-newsletter and 40+ LinkedIn Group postings. Then, leads will come in most heavily during the first 1-4 months after promotions start.

Price:
- $6,500 net for a report using archived The Journal content
- $8,000 net for a custom report using new content created by an editor from The Journal

Point of contact
Michael Connaughton
Sales Manager
mconnaughton@putman.net
513-543-6432

View a Sample Report
Click here to see a recent Report.
**The Journal’s On-Demand Tutorial Series**

The Journal’s On-Demand Webinars are online tutorials that provide a great opportunity for you to generate qualified leads and develop exclusive market awareness of your expertise among our audience, more than 62,000 of Rockwell Automation’s top customers and prospects.

Content must conform with The Journal’s Writer’s Guidelines for being educational and nonpromotional, and be approved by the editorial staff and Rockwell Automation.

**How Does It Work? It’s Simple.**

Our readers value our ability to educate them on critical subjects. And we know you want to engage our audience at specific moments in the learning and buying process. That’s why we’re responding with our On-Demand Webinar library, an ever-growing database of tutorials about principles and techniques on topics our readers need. It’s simple. Here’s how it works:

- You select your webinar topic and preferred launch date, and work with Executive Editor Theresa Houck.
- Theresa will create and narrate the Introduction, Presenter and Company slides.
- Content is created by you, the sponsor, via a PowerPoint slide show of no more than 12 slides. The slideshow can include hyperlinks and video.
- Your presenter records voice narration of the PPT slide show via telephone, using our InExpo webinar platform. Our webinar team will coordinate the recording with you.
- We’ll promote your tutorial through The Journal magazine, e-newsletters, social media channels and 40+ automation-related LinkedIn Groups over a 12-month period of time.

- Your webinar will also be listed on rockwellautomation.com.

**What Do You Get as a Sponsor?**

- We anticipate 100-125 qualified leads.
- Opportunity to include additional attachments viewers can download from the webinar main page: white papers, brochures, videos, links to websites, etc.
- Exclusive sponsorship of a topic for 12 months; no other Rockwell Automation partner can use that topic.
- Webinar availability and qualified leads for the entire 12 months of sponsorship.
- Branding and awareness of your company, including branding on all marketing efforts and within your slide presentation.
- Strengthening of your reputation for expertise and thought leadership.
- New content for your website.

**What The Journal Needs from You**

- Your logo, a photo, and brief description up to 50 words for the Company slide.
- Photo and brief biography of your presenter, for the Presenter slide.
- A brief description/summary of the presentation.
- A PowerPoint presentation, no more than 12 slides. It can include hyperlinks and video. Also, we can provide templates for you.

- Your subject-matter expert to record slide narration via the phone. Our webinar team will help.
- All materials must be submitted 30 days before your chosen launch date.
- Your PartnerNetwork Program Manager must approve all content.

**View a Sample Webinar**


**Price:**

$6,500 net

**Point of contact**

Michael Connaughton
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513-543-6432
The Journal’s Automation Chat Podcast Series
As we navigate our increasingly mobile lives, our Automation Chat podcast is a highly effective opportunity to reach an audience that both includes and goes beyond our subscribers, as we interact with you and demonstrate your company’s expertise.

Each episode is hosted by Executive Editor Theresa Houck, who chats on Zoom Video with your company’s leaders or subject matter experts to get their insights about technologies and trends that affect today’s rapidly changing smart manufacturing environment. Then, we post the audio portion on all the popular audio apps, and post the video to YouTube. You get to pick your topic.

Your deliverables include:
• A podcast with searchability on all major podcast apps.
• The video of your chat with Theresa on our YouTube channel for additional exposure and engagements.
• A baked-in audio advertisement (10-30 seconds) in the middle of your podcast episode. This ad can be read by Theresa Houck from a script you supply, or you can send a prerecorded ad in .mp3 or .wav format.
• Up to 4 links in the podcast description to your website and/or downloadables.
• Assets sent to you, including the podcast logo and audio player embed html code for your website.

Podcast Promotion
• Social media sharing via The Journal’s Facebook, LinkedIn and Twitter channels, as well through Rockwell Automation channels.

• Podcast posted to popular podcast apps such as Apple Podcasts, Apple Play, Spotify, Pocket Casts, Google Podcasts and more.
• Video posted to The Journal’s YouTube channel.
• Social media sharing to 40+ automation- and manufacturing-related LinkedIn Groups.
• Featured in The Journal print and digital magazines, e-newsletters and website.

Rate:
$3,000 net

Point of contact
Michael Connaughton
Sales Manager
mconnaughton@putman.net
513-543-6432

View a Sample Podcast
Click here to see a sample podcast video.
It is hard to overestimate the power of video for B2B marketers. Video is an engaging, highly effective platform for explaining complex digital manufacturing topics, applications and products. And the power of demonstrating a product makes compelling content that creates a lasting impression on your audience. People love videos.

Smart marketers know that video generates improved SEO results along with higher conversion rates, boosts social media impact, engages mobile device users and ultimately helps builds trust in their organization.

*The Journal* now offers 3 video opportunities. Each is designed to provide a level of focus and customization to fit your objectives for *The Journal’s* readers and our social media reach of more than 400,000 premier manufacturing and automation industry professionals.

**Market Focus**
Via Zoom, engage in a conversation with *The Journal’s* chief editor, Theresa Houck. Market Focus is an excellent opportunity to highlight your company’s enterprise about a market trend, application or case history of your choice.

**Product Focus**
Via Zoom, *The Journal’s* Executive Editor, Theresa Houck, will interview your company’s marketing or product manager about your new product or your company’s existing family of Partner-referenced product offerings. Click here to view a sample.

**Automation Fair Video**
Executive Editor Theresa Houck will conduct an in-person, 3-minute video with you in your trade show booth at Automation Fair. Exhibitor videos are an outstanding opportunity to draw attention to your company’s Automation Fair show focus and any new products you’ll be highlighting.

After the show, our videographer will edit the video, including adding close-up shots of your products. We’ll send you the digital mp4 file of the finished video, post it to *The Journal’s* YouTube channel, and promote it. These videos are limited to the first 20 customers.

**Rates**

<table>
<thead>
<tr>
<th><strong>Market Focus:</strong></th>
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<tbody>
<tr>
<td><strong>Product Focus:</strong></td>
<td>$2,500 net</td>
</tr>
<tr>
<td><strong>Automation Fair Video:</strong></td>
<td>$2,000 net</td>
</tr>
</tbody>
</table>

**Point of contact**

Michael Connaughton  
Sales Manager  
[mailto:mconnaughton@putman.net](mailto:mconnaughton@putman.net)  
513-543-6432

Click [here](http://example.com) to see a sample Automation Fair video.
The Journal’s Sponsored White Paper program markets your white paper to a targeted community of engaged automation professionals who are actively searching for solutions to their automation challenges as they transform their organization with investments in the latest digital technology.

Sponsoring a White Paper
Our editors excerpt a portion of your white paper to create a shorter feature article. This article is featured in The Journal print and digital magazines, along with links and information about how to download your full white paper. Click here for a sample article.

Your White Paper is promoted to over 400,000 automation professionals
- The Journal Digital magazine.
- The Journal Print magazine.
- The Journal monthly e-newsletter.
- The Journal’s website page on rockwellautomation.com.
- More than 40 automation-related LinkedIn Groups.
- The Journal’s Facebook, LinkedIn and Twitter channels.
- All promotion is gated with a Journal-supplied registration page for download.

Sales Leads
- Sales leads are captured through a Journal-supplied registration page.
- Sponsors may supply 2 customized qualifying questions.
- Qualified sales leads are delivered to you in weekly spreadsheet reports.
- View a Sample Registration Page.

White Paper Specs
- White paper should be at least 2,000 words and be educational in nature. Use this handy guide on How to Write a White Paper for The Journal.
- Provide editors with an ungated link to your paper on your website.
- Provide your logo, to be used on the registration page.
- Your Rockwell Automation Partner Program Manager must approve the paper for use in The Journal.

Rates
$3,900 net

Point of contact
Michael Connaughton
Sales Manager
mconnaughton@putman.net
513-543-6432

SALES LEADS
Lead generation is a marathon, not a sprint. It will take several weeks for all our promotions to hit via social media, e-newsletter and 40+ LinkedIn Group postings. Then, leads will come in most heavily during the first 1-4 months after promotions start.

SPECIFICATIONS
All white papers should be educational, not promotional, must conform with The Journal’s Writer’s Guidelines, and be approved by Journal editors and your Partner Program Manager.
Contacts

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