



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:**

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View a Sample Podcast

Click [here](#) to see a sample podcast video.

