

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 quarterly digital magazines.
- **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. This 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

	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.
Print + Digital	X			X			X			X		
Digital Only	X	X		X	X		X	X		X	X	

 **Sample Embedded Ad**



New Hardy Caseweigher for QA with Rockwell Automation PLC

Hardy's all new Caseweigher machine is designed for simplicity using off-the shelf components. [Hardy's 4050CW Checkweight controller](#) samples at 4,800 times per second to provide extremely accurate and fast weight data with a full statistics package.



2022 Display Advertising Rates

Ad Size	Print + Digital		Digital Only	
	1 time	4 times	1 time	4 times
FULL PAGE	\$5,800	\$5,800	\$3,000	\$2,700
1/2 ISLAND	\$4,500	\$4,000	\$2,500	\$2,200
1/2 PAGE	\$4,100	\$3,600	\$2,300	\$2,100
1/3 PAGE	\$3,600	\$3,100		
ARTICLE EMBEDDED AD			\$2,900	\$2,400
PARTNER SHOWCASE AD	\$1,000	\$800	\$750	\$600
PARTNER PROFILE AD	\$5,000	\$4,500	\$2,700	\$2,400

Printing Specifications

Non-Bleed	Width	Height
	FULL PAGE	7 in.
1/2 PAGE VERTICAL	3-1/4 in.	10 in.
1/2 PAGE HORIZONTAL	7 in.	4-7/8 in.
1/2 PAGE ISLAND	4-9/16 in.	7-1/2 in.
1/3 PAGE VERTICAL	2-3/16 in.	10 in.
1/3 PAGE SQUARE	4-9/16 in.	4-7/8 in.

Bleed †	Width	Height
	FULL PAGE	8-1/8 in.
SPREAD	16 in.	10-3/4 in.

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, prinerger 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](mailto:Rita.Fitzgerald@putman.net).



Points of Contact

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Rita Fitzgerald

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Additional contacts [here](#).



SPECIFICATIONS Trim size for a page in the print magazine is 7.875 in. by 10.5 in. and trim size for a spread is 15.75 in. by 10.75 in. There is a 1/8 bleed on all sides for bleed size.