

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.

View a Sample Report

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



* 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*

Q Point of contact

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