

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.

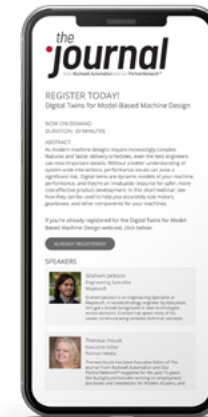
What The Journal Needs from You

- 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

Visit <http://bit.ly/tjwebtwins19> to see a recent On-Demand Webinar.



* Price:

\$6,500 net

Q Point of contact

Michael Connaughton

Sales Manager

mconnaughton@putman.net

513-543-6432