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- Your Rockwell Automation Partner Program Manager must approve the paper for use in The Journal.

* Rates ↑

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📌 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.

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