

## Editorial Opportunities

The editorial policy of CONTROL DESIGN Magazine is to not publish vendor by-lined articles, but there are ample opportunities for suppliers to participate in an editorial content process that contributed to CONTROL DESIGN being named one of the ten best U.S. trade publications by the American Society of Business Publications Editors. The following is a summary of some of these opportunities beyond our standard supplier and industrial machine OEM interview process for feature articles.

**Case Histories/Application Stories:** Bylined by an industrial machine builder or system integrator, this category of editorial is favorably viewed by our readership. We look for stories that place emphasis on the total project, more than any single component. If you have a story that—with a little help from a CONTROL DESIGN editor—takes the reader through the stages from statement of opportunity, review of alternatives, selection process, installation and start-up issues, to final benefits/lessons learned, we're interested. Call or e-mail Joe Feeley or Jim Montague to discuss how to get the process started.

### OEM Insight Guest Column

While we don't accept vendor bylines for this column, if one of your industrial OEM customers might like to offer up his or her thoughts and ideas about the current and/or future state of automation, instrumentation, and controls in their industry sector, we'd like to discuss having them write this widely read column one month. It's not a place to "market" their machines or your products, rather it's a forum for them to exchange ideas, best practices, or simply start a conversation about relevant machine automation issues.

In addition, if one of your company employees is an active member of a technical committee or working group for a standards organization or trade group and carries an appropriate title therein, we can discuss their participation, as well.

**Product Reviews/Software Reviews** are one-page summaries of relevant existing products or software. Their purpose is to provide readers with a brief description of the product and first-hand information on its benefits from actual industrial machine OEM specifiers, system integrators, and users of the product. A CONTROL DESIGN editor writes the review on the basis of short phone interviews and/or e-mail exchanges with at least four industrial OEM specifiers of the product being reviewed. We recommend a pre-emptive conversation with an editor to ensure a thorough understanding of the process.

Once done, simply provide us with the name, company, and e-mail address and phone number of at least six OEM machine builder specifiers/end users. It's important that you advise the participants of their role in the article. This avoids our editors making generally unfruitful cold calls and e-mails. We will not publish a review unless we're able to interview at least four of the specifiers/end users.

Additionally, please include a standard press packet on the product to be reviewed and artwork showing an installed application (artwork format as described in the section below). We encourage you to include a short summary of the product, written by the technical people in your company involved with the product, wherein you highlight the three or four most important features a reader should know about the product.

A company web site address, e-mail contact info, and phone number are included to provide the reader with a proper vehicle to obtain more detailed information.

**CONTROL DESIGN Exclusives** are one-page summaries of a supplier's new product or software that has not been announced to the industrial market. Exclusives focus on significant technological advances in a new or enhanced product. We seek more than a routine software revision or product upgrade.

We define an "exclusive" to mean the product or software will not be generally announced (no press announcements will be mailed or web-site postings) before the 1<sup>st</sup> of the issue month where the article will appear. We also require that the specific product or software not be advertised in competitive magazines until the month after the issue month where the article will appear.

The exclusive is a compilation of product description, some specification details, and comments from the manufacturer's team responsible for the new product. We ask that you provide specific information about why the product was developed, what market segment it targets, and the expected

benefits to the specifier/user. The editors of CONTROL DESIGN request the equivalent of a full press packet, including product artwork as described below. Additionally, an editor will speak with the relevant company technical person or persons responsible for the development of the product. This could include product and/or marketing managers, president, or engineers. If available, the names and phone numbers of any beta site personnel willing to discuss the product should be included.

The company's web site address, e-mail contact info, and phone number are included to provide the reader with a proper vehicle to obtain more detailed information.

**Product Showcase** includes capsule descriptions of products that span the complete range of industrial automation products. They are drawn from standard press releases received from suppliers. E-mailed press releases are required. For consideration, please include artwork only as described below. Company web site addresses and phone numbers will be included. E-mail press releases to [products.controldesign@putman.net](mailto:products.controldesign@putman.net).

**Product Round-Ups** follow the same guidelines but focus on a particular technology segment each issue. Consult the Editorial Calendar and Issue Preview for subjects and submission dates. E-mail to [CDRoundup@putman.net](mailto:CDRoundup@putman.net), noting company name and the particular month of the round-up in the subject line

**Artwork:** We've moved entirely to an electronic image format for images for editorial content. When sending information via e-mail or on a disc, please make the graphic a .tif, .jpg, or .eps format with 300 dpi resolution. A 2x2 in. image is easy to e-mail and appropriate for Showcase and Round-Up items. A size of approximately 3x3 in. is needed for Reviews and Exclusives. If you have an ftp site for us to pull high-resolution images from, that's fine as well. Just reference the site in your press release or product information. Don't send zip files—our firewall eats them. Contact Digital Editor Katherine Bonfante ([KBonfante@putman.net](mailto:KBonfante@putman.net)) for clarifications if you have questions regarding images.

## **Digital Opportunities at ControlDesign.com:**

### **Call for Vendor-Authored White Papers**

We're populating our ControlDesign.com **white paper inventory** with automation topics relevant to each web site channel. If you have a paper that is an instructive, generic treatment about a technical topic in the areas of Control Platforms, Machine Safety, Motion Control, Operator Interface Hardware/HMI Software, Machine Vision, Industrial Networking and related I/O systems, or Sensing & Measurement, contact Joe Feeley. *This is the one place where high-quality, vendor-bylined content not only is acceptable, it's strongly encouraged.*

The web site also provides opportunities for your "sponsored" white paper to be prominently identified to site visitors and/or to be singled out as part of our expanded e-newsletter content. Your Account Manager has all the details.

### **Digital Enhancements to Web-Posted Articles**

As some of the content we produce is available only on the web site, and some is available in both print and on the web site, we encourage suppliers to provide relevant digital enhancements in the same spirit as they include digital images, charts, graphs, etc. These could be video clips of the technology in action, links to complementary information about the topic, audio clips of supplier engineers or users discussing the technology, and others. Use your imagination and feel free to discuss these possibilities with the editor involved in the article development, or get in touch with Joe Feeley.

### **Machine Builder Spotlight Videos**

Currently in development, these 8-10 minute videos are taped at various venues: events such as PackExpo, IMTS, Assembly Technology Expo, etc., where the OEM's machines are on display; in the machine builder's shop, and where possible at an installed customer site. Control Design editors interview the OEM's control professionals to learn what performance decisions were made in choosing the machine control solution, the market forces influencing these machine builders, and other significant issues. If you have a machine builder customer that would be interested in being part of a spotlight, get in touch with Mike Bacidore, managing editor, for details.

**Machine Builder Forum: Heard on Discrete**

ControlDesign.com provides a forum for editors, magazine readers, and site visitors to weigh in on any topic of importance to machine control professionals. MBF is a place where you can react to, comment on, or disagree. Our promise: No grandiose posturing or preaching, no going on and on like some 1980s Cold War speech at a Red Square May Day celebration. Our tag line: "It's not a [expletive deleted] blog!!"

**Events Calendar:**

ControlDesign.com wants to include your events info on the web site. Send Digital Editor Katherine Bonfante (KBonfante@putman.net) the details of important events, seminars, conferences, etc., that you want industrial OEM site visitors to know about.

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