

ControlDesign.com FOR MACHINE BUILDERS

E-Newsletter Sponsorship

Each week, ControlDesign.com E-News reaches 30,000 subscribers (35% opt-in and growing).

Advertising creative options are shown below.

ControlDesign.com E-News Advertising Rates (gross)				
Position	Creative*	1X	6X	12X
Top Sponsor (Banner alternative)	Dimensions: 468x60 pixels Max Image File Size: 40k Formats: Animation, rich media acceptable	\$2,300	\$2,075	\$1,845
Top Sponsor (Text alternative)	Dimensions: 120 x 60 pixel image with 5 lines at 80 characters each	\$2,300	\$2,075	\$1,845
Skyscraper	Dimensions: 160x600 pixels Max Image File Size: 40k Formats: Animation, rich media acceptable	\$1,825	\$1,640	\$1,460
Sponsored Product	Dimensions: 120x60 pixels Max Image File Size: 5k Formats: Animation, rich media acceptable	\$1,235	\$1,065	\$985
Sponsored Link	Dimensions: Up to 40-character headline, plus 80 characters additional text	\$485	\$425	\$390

* All character counts include spaces

CUSTOM E-NEWSLETTERS

Editorial and design services are available to create and distribute custom e-newsletters according to specific parameters and marketing goals.

Pricing starts at \$5,750 gross per issue, depending on content requirements and distribution. Contact your sales representative for more information or to develop a custom e-newsletter concept.