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buying cycle
with White Papers.

Prospects search the Web for information about products and services.

According to a Putman 2005 Readers Web Survey:

- 97% use the web for product research
- 34% research products offline

Reach these buyers now.

ControlDesign.com's White Paper Lead Generation Program lets you reach these "anonymous" prospects while they're still in the information gathering stage.

Here's how the two-month White Paper Sponsorship program works:

E-blast – ControlDesign.com opt-in visitors receive an alert about your white paper's availability via the *White Paper Alert*, which is sent out the first month.

E-Newsletter Alert – Month two, your white paper is featured in Control Design's monthly e-newsletter that goes out to 16,000 readers.

Website Listings – To maximize exposure and downloads, your White Paper offer is prominently displayed on ControlDesign.com's White Paper Library.

Lead Capture and Management – You receive a customized registration page, which includes demographic information and three qualifying questions. All leads are sent to you immediately in the format you request (i.e. labeled A, B, C, etc.). You can also receive immediate alerts if a specific company or group of companies responds to your offer.

Month 1: White Paper Alert

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ControlDesign.com

August 14, 2006

White Paper Alert

[Multi-Position Sensing with Magnetostrictive Sensors](#)

Sponsored by: MTS Sensor

Length: 6 pages

Content Type: White Paper

Today, where more precision, faster cycle times and quicker setups are critical to a machine's value proposition, linear-position sensors are used to replace the old array of proximity sensors and meet the demand for lower overall cost.

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Control Design's readers receive notice of your White Paper. This alert can go to a select group of purchasers and influencers.

Over 50% of White Paper Alert recipients have specifically opted-in to receive new alerts.

Month 2: E-newsletter Alert

Brought to you by ControlDesign.com and Putman Media

ControlDesign.com E-NEWS

Issue Highlights

- Networking and bus standards in industrial automation
- How to measure the velocity of fragile solids
- A forecast for the future of industrial networking

[Networking that floats all boats](#)

The swell of interest in Ethernet and wireless is raising the level of activity for other fieldbuses and networks, and driving cooperation among various networking and bus standards groups in industrial automation. The summer issue of *Industrial Networking* magazine delves into the various networking and bus standards in industrial automation, providing the most current information on the topic that is actually and immediately useful to users who are in the process of figuring out which elements of the standards mess are best for their data transmission needs.

[How cables and connectors impact measurement uncertainty](#)

More often than not, the outcome of a calibration procedure can depend on the technician knowing which cables and connectors are appropriate for the calibration setup. This application note presents information meant to help minimize uncertainty due to choosing the wrong cable for the setup, inappropriate connections, or problems caused by inadequate preventative maintenance.

Your White Paper is prominently displayed in ControlDesign's e-newsletter and viewed by over 16,000 subscribers.

Months 1 & 2: White Paper Library listing

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White Papers

FEATURED WHITE PAPERS

[Multi-Position Sensing with Magnetostrictive Sensors](#)
Today, where more precision, faster cycle times and quicker setups are critical to a machine's value proposition, linear-position sensors are used to replace the old array of proximity sensors and meet the demand for lower overall cost.

[Multi-axis vs. Single-axis Servo Drive Systems](#)
This White Paper compares multi-axis servo systems to the classic single-axis servo drive. The article discusses performance and productivity advantages that result in a win-win for machine builders and product producers, and outlines the benefits that can be realized with more powerful motion controllers that are able to handle the additional axes.

[Sealed Field Power for Distributed I/O Devices](#)
While the use of distributed I/O control is increasing on industrial machinery, the technology of supplying field power to machine controls has lagged a bit behind. This paper presents a new field power option that helps reduce costs and simplifies connectivity by eliminating the need for separate power supply enclosures.

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Multi-Position Sensing with Magnetostrictive Sensors



To lower costs and build more productive machinery, designers and controls engineers must develop innovative methods to control processes. One method is the use of magnetostrictive linear-position sensors' capability to provide multi-axis feedback along the same plane of motion, reducing per axis feedback costs while increasing the benefits of smart fieldbus-based sensors.

After completing the registration form you will have access to download the white paper in pdf format.
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Three machine builders were selected in CONTROL DESIGN'S 2006 Innovator Awards competition.

All three companies used new automation to raise the performance of their machines in ways beneficial to their customers.

So, check out their stories because nothing succeeds like success, and present innovations can fuel future inspiration.

Once a person clicks on your white paper offer, he or she is taken to your custom registration form that includes demographic information and three qualifying questions.

The result?

Highly qualified, targeted sales leads!

- **Dozens to hundreds of qualified leads** (depending on the industry) – Influencers and decision-makers, not “tire kickers.”
- **Customized lead capture form** – You get the information your sales reps need.
- **Ready-to-buy prospects** – More than half the prospects plan to buy in the product category within three to six months.
- This program is so effective **70% of participants “re-sign”** once their initial program is complete.

Don't let your competition get your leads! Call your Control Design sales rep today and start generating leads.

Real leads, not junk.

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