

# ControlDesign.com

FOR MACHINE BUILDERS



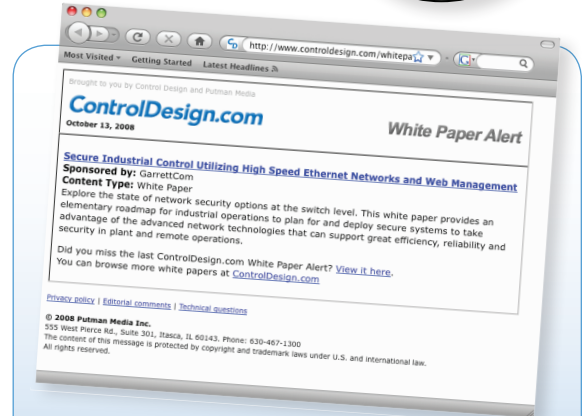
## Reaching Buyers Early With White Papers

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

**Qualified Leads** Influencers and decision-makers

**Customized Leads** Get the information your sales reps need

**Ready-to-buy Prospects** More than half of the prospects typically plan to buy in the product category within three to six months



ControlDesign.com opt-in visitors, a select group of purchasers and influencers, receive notice of your White Paper.

### Month One: White Paper E-Blast Alert



Your White Paper is prominently featured in the White Paper Library for two months.



Magnetostrictive Sensors

Free Newsletters  
ControlDesign.com  
Motion Control  
Sensing & Vision  
See More Newsletters

E-mail Address  
Sign Up Now  
Privacy Policy

Free Newsletters  
ControlDesign.com  
Motion Control  
Sensing & Vision  
See More Newsletters

E-mail Address  
Sign Up Now  
Privacy Policy

ControlDesign.com  
Innovator Awards 2006

Three machine builders were selected in CONTROL DESIGN'S 2006 Innovator Awards competition.

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

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

Once a person clicks on your White Paper offer, they are taken to your custom registration form that includes demographic information and three qualifying questions. All leads are sent to you immediately in a customized alert.

## 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 30,000 subscribers.

### Month Two: E-Newsletter Alert

Real Leads, Not Junk.

| White Paper Sponsorship Program Pricing |         |
|---|---------|
| Single White Paper Sponsorship          | \$5,300 |

Program price varies based on total distribution, number of papers listed, number of papers listed, number of months, and copywriting (if needed).

| ID | A              | B          | C         | D                    | E                        | F       |
|----|----------------|------------|-----------|----------------------|--------------------------|---------|
| ID | E-mail Address | First Name | Last Name | Company              | Job Title                | Country |
| 1  | john@clark.com | John       | Clark     | Business Manager     | United States of America |         |
| 2  | john@clark.com | John       | Clark     | Schedule Electric    | United States of America |         |
| 3  | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 4  | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 5  | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 6  | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 7  | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 8  | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 9  | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 10 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 11 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 12 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 13 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 14 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 15 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 16 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 17 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 18 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 19 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 20 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 21 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 22 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 23 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 24 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 25 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 26 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 27 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 28 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |
| 29 | john@clark.com | John       | Clark     | Engineering Services | United States of America |         |