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ABB Information Integration Center

ABB's technologies provide unparalleled integration capability for much more access to information throughout the plant than ever before. The integration of previously isolated systems offers best-in-class capabilities to improve all aspects of the manufacturing operation. The members of the Knowledge Center discuss the integration possibilities, address key, and demonstrate how integration can be achieved and used to improve efficiency and profitability.

To gain full access to the materials in the Information Integration Center, please fill out the following information. Your email will be used to notify you of future developments and resources about information integration.

All fields are required

* First Name:

* Last Name:

* E-mail Address:

* Company:

Are you interested in getting control systems architecture information to help better facilitate information integration?

Yes, please e-mail me

Yes, I'd like to see this

No, thank you

Elements are the building blocks of all great things. Elements combine together to create larger and more complex objects.

At *Control*, we have developed this Elements of E-Media Guide to illustrate how you can use these building blocks to create your own great e-media program.

ControlGlobal.com

Built to meet our users' needs for deep, searchable and actionable content, ControlGlobal.com combines news, original topical articles, expert advice and carefully chosen product and vendor information to provide comprehensive industry insight and information.

With more than 55,000 unique visitors and more than 120,000 page views per month, ControlGlobal.com is a superior marketing tool for suppliers looking to fulfill their e-business initiatives with guaranteed repeat exposure to thousands of design professionals around the world!

Landing Pages

A custom landing page immediately tells your customer you can and are web savvy. You have taken the first step towards thoughtful, effective permission based marketing.

- Landing pages can be specific to each product and offer you make.
- Landing pages allow you to test, measure, retain and repeat ... quickly.
- You will be generating leads and learning what worked best.

- 55,000 visitors on average
- Ad positions available include top leaderboard, large rectangle, button, article embedded text, sponsored product and sponsored link
- Rich Media accepted
- DART and HBX Analytics reports provided



Control E-News

Control's e-newsletters contain original topical features, the latest industry news and technical insights, assuring that you get high response rates from your key prospects. With no waste circulation, our e-newsletters target your message to readers that are responsible for making decisions about your product.

- ControlGlobal.com E-News | blasted weekly
- IndustrialNetworking.net E-News | blasted monthly

Single Sponsor E-newsletters

These newsletters allow advertisers to use any of the e-newsletter ad positions for their message. Your content will be combined with editorial content to give users aggregated information positioning your company as the thought leader on a particular subject. Your company will have exclusive rights to all banner, skyscraper and button positions for your marketing message, allowing you to drive users to your site.

- 15-20% open rates | 5-9% click through rates (averages vary by client)
- Executive Summary report furnished to you including metrics



W

Webcasts

Webcasts

Webcasts are not only a highly efficient way to harness the power of the internet to generate qualified leads for your sales team; they also present your company as a leading source for industry insight and actionable content.

The Webcasts package centers on a solution to an identifiable problem or emerging technology. *Control's* Editor acts as host and moderator. There are a variety of formats that can be used for a successful Webcast. All formats are ones you would see at an in person event but with the ability to touch more people because there is no travel for the attendees and for that matter, for the speakers.

- * Generate qualified sales leads with higher ROI, backed by measurable results
- Leverage *Control's* well recognized brand to lend unparalleled credibility and reach
- Communicate with your desired audience at a time that is convenient for them



Kc

Knowledge Centers

Knowledge Center

Control Knowledge Centers are designed to combine lead generation with thought-leadership positioning. Knowledge Centers bring together essential decision-making resources on a specific topic—whitepapers, webcasts, video clips, articles, application notes, etc.—in a resources page on ControlGlobal.com.

Reporting for our Knowledge Center customers goes well beyond impressions, click thrus and open rates. *Control* will provide company name and title reports and, dependant upon the content; can also provide client partners with demographic information including email addresses, phone numbers and answers to qualifying questions that we develop together.

- Co-brand your message with the brand best known for identifying and tracking plant management industry trends—Control
- Ensure a positive “post click experience” by taking your prospect to a page specifically designed for their needs
- Position your company as the thought leader
- Another approach to convincing prospects to “sign up”



Ca

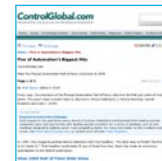
Contextual Advertising

Contextual Advertising

Can you imagine how far your digital advertising investment would go if your ads were served only to those automation professionals interested in your particular product or solution? And can you imagine how much more receptive to your message that audience would be if you could know that they were already reading an article related to your company’s offering?

Well, that’s exactly how ControlGlobal.com’s Contextual Advertising Program works: Site advertising impressions are targeted only to those content pages that *Control's* editors have tagged as relevant to your offering. Promoting a whitepaper on your new documenting calibrator? Have the ad show up only on content pages tagged with “calibration.” Have an HMI software package to promote? Target only those site visitors already reading about “operator interfaces.”

ControlGlobal.com site content has been tagged with an extensive range of technology and product topics—from flowmeters to safety, and from I/O to power supplies.



Wp

White Papers

White Paper Sponsorship

Control's unique white paper sponsorship program drives traffic to your white paper, guaranteeing you'll receive many high quality sales leads. White papers give your company exposure to our readers who are actively searching products, services and vendors. They position your company as a thought leader and provide an invaluable service to our readers searching for solutions to specific technology or product issues.

With lead generation at the core of our white paper program, we enable you to zero in on the most qualified decision makers while they are engaged in a "research to buy" mode. Every time potential costumers download your white paper you'll be able to get their full contact information.

- White paper alert blasted to 12,000 (All opt-in)
- Control Design e-newsletter promotion for each White paper.
- Three month promotion on ControlGlobal.com for each white paper and archived on site for one year.
- You receive the name, company name and email address of anyone who downloads white paper. Leads are sent weekly.



V

Video

Video Sponsorships

Control videos help position vendors as partners for product development projects and give your potential customers information on emerging market trends.

You company teams with *Control* and Putman Media to film and produce a custom video on a topic of your choice, or you can sponsor a video that is already planned or submit your own non-promotional video. Videos can include a compelling call-to-action that allows viewers ultimate flexibility in response. Sponsored videos are promoted through Multimedia Alerts and other e-newsletters; the sponsorship is exclusive and enduring for as long as the video is posted.



Ts

Topic Sponsorships

Topic Sponsorships

ControlGlobal.com's Topic Sponsorship Program allows you to "own" the most important real estate on ControlGlobal.com related to your company's particular product or solution offering.

Be there when site visitors search using relevant terms. Be there when they visit the topic-specific Resource Library relevant to your products and solutions. And be there in the Product Resource Center when they seek information related to your specific product technology.

The Topic Sponsorship Program includes:

- Boombox ad position on the search results page whenever your key terms are searched for.
- Boombox and top leaderboard ad messages whenever users visit the Resource Library on your particular sponsorship topic.
- Boombox ad message in the relevant category listings of our Product Resource Center.

FOR MORE INFORMATION, PLEASE CONTACT:

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