

# ControlGlobal.com

PROMOTING EXCELLENCE IN PROCESS AUTOMATION

## Custom Digital Content

In addition to site advertising, e-newsletter sponsorships, webcasts, and our core lead-generation programs, Control offers a variety of other digital marketing opportunities to connect suppliers of automation, control and instrumentation technology with process industry end-users worldwide.

### CUSTOM E-NEWSLETTERS

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

#### Recent Examples

An electronic show daily developed in conjunction with Honeywell's 2008 User Group Symposium.



An "Alarm Management Bulletin" developed on behalf of Matrikon to promote its alarm management initiatives.



### SPONSORED KNOWLEDGE CENTERS

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

Our Knowledge Center platform combines a sophisticated content management tool and robust back-end reporting to facilitate high-end, integrated campaigns. The site user's ability to access multiple downloads from a single registration facilitates the user experience as well as allowing the sponsor to qualify leads based on specific interests and readership habits.

A Control client services specialist will actively manage available digital inventory on our website and in our e-newsletters to drive traffic and registrations according to mutually agreed upon expectations.

Recent Examples  
A Knowledge Center for National Instruments on Green Engineering

### DATABASE ACCESS

Access to Control's e-newsletter subscriber and registered website user databases is available for direct marketing purposes. Email addresses are not released; supplied HTML and/or text creative is delivered to selected opt-in email addresses on behalf of the client. For more on Database Access contact Patty Donatiu, pdonatiu@putman.net, or via telephone at 610-690-7442.

For Custom Digital Content Packages Contact Jeanne Freedland, jfreedland@putman.net, or via telephone at 212-665-3197.

