

## Editorial Opportunities for 2008

*Control*, ControlGlobal.com and the Process Automation Media Network form an integrated content delivery vehicle designed to deliver information about process automation to end users worldwide, in all the ways they want to receive it.

It is *Control's* editorial policy *never* to accept vendor- or PR-firm-bylined articles for the print magazine. This is a successful philosophy that helped us develop a loyal readership and to win a Jesse H. Neal Award, the most prestigious editorial recognition for trade journalism, as well as multiple ASBPE Awards. However, there are ample opportunities for suppliers to participate editorially. Following is a description of some of these opportunities. Many of them are related to and located on our integrated website, [www.ControlGlobal.com](http://www.ControlGlobal.com), and our respected e-newsletters.

While we do not accept vendor-bylined articles for the print magazine, we do depend on our vendors and suppliers to help us secure information including, and even beyond the traditional supplier- and user-interview process for feature articles.

### **Unique Print and Digital Opportunities**

*Control* provides opportunities for unique digital editorial in the form of website content, general email newsletters, targeted subject email newsletters, webcasts, and custom digital publication. In addition to the content from the print product, ControlGlobal.com provides suppliers with opportunities to post whitepapers, aggregated content and other digital information of interest to process automation professionals. The third-party content is unique to the web.

**Whitepapers:** At ControlGlobal.com, we solicit non-commercial whitepapers from vendors and academics covering the fields of process automation. These whitepapers should be unbiased, non-commercial and meet ISA guidelines for non-commerciality and neutrality. To find out if a whitepaper is acceptable, and to begin the publishing process, please contact editor in chief Walt Boyes by phone (630-467-1301, ext. 368) or email ([wboyes@putman.net](mailto:wboyes@putman.net)).

**“Ask the Experts”** is a web- and magazine-based feature moderated by *Control* columnist, Bèla Lipták. He answers automation technical questions posed by readers. We encourage vendors with specific expertise to contact Dr. Lipták and ask to be used as a resource.

**Training Seminars and Webinars:** We're also interested in subject-specific, vendor-neutral web-training seminars that we can post or link to. We're also interested in developing training materials for our readers and look to our vendors for assistance.

**E-Newsletters:** Our e-newsletters provide non-traditional ways for suppliers and other authors to contribute unique content. These newsletters are opt-in, and sent to *Control's* readership weekly. We provide a substantial amount of original content for these newsletters, including vendor whitepapers featured in each issue. For more information, please contact Walt Boyes.

**Blogs:** All *Control* and ControlGlobal.com readers are encouraged to visit and participate in the *Control* editors' Blog, ***SoundOff!***, and in Joe Weiss' blog, ***Unfettered!***, which can be found on of [www.controlglobal.com](http://www.controlglobal.com). New blogs will appear in 2008.

**Wikis:** Controlglobal.com hosts two wikis, with more in preparation. The first, the "Directory of Lost Companies" is a listing of companies that have been acquired, have acquired others, or have otherwise left the business or been re-named. It is a highly popular and valuable resource for the profession, and we encourage our vendors to participate and make sure that the entries for their companies are expanded, up-to-date and correct. The second wiki is the Control Dictionary of Automation, which has user editable listings of automation terms and their definitions and usage. We expect it to be every bit as popular as our first wiki.

**Product/Software Introductions** are capsule product descriptions published in every issue of the print magazine except the Buyers Guide. They are excerpted from standard press releases received from various suppliers. Emailed press releases are requested. For consideration, please include artwork as described below. All relevant product/software introductions are first published on the web at [www.controlglobal.com](http://www.controlglobal.com), and selected by the editors for publication in the print magazine.

**Product Roundups** follow the same guidelines, but focus on a particular technology segment every month. Consult the Editorial Calendar and Editorial Preview for subject areas and submission dates. Product Roundups are archived and featured on [www.controlglobal.com](http://www.controlglobal.com).

**Field Tests (Product Reviews)** are one-page summaries of relevant existing products or software. Their purpose is to provide readers with a brief description of the product and firsthand information on its benefits from actual specifiers and users of the product. Field Tests are written by a *Control* editor based on short interviews with at least four end users of the product being reviewed. **Control Field Tests are by invitation only.** If you would like an invitation, we recommend a pre-emptive phone conversation with Walt Boyes to ensure a thorough understanding of the process. Once done, simply provide us with the name, company and email address and/or phone number of at least six end users (more will help ensure timely publication). It is very important that you advise the end users of their role in the article. This avoids our editors making generally unfruitful cold calls. We will not publish a field test unless we're able to interview at least four end users. Please include a standard press packet on the product and color artwork as described below. We encourage you to include a short summary of the product wherein you highlight the three or four most important features a reader should know about it written by the technical

people in your company involved with the product. A company web site address and phone number are printed with the article to give readers a choice of vehicles to obtain more detailed information. More details than can be fitted into the one-page print format also can be seen on [www.controlglobal.com](http://www.controlglobal.com).

*The Control Field Test is usually one of the most-read pages in the magazine.*

A **Control Exclusive** is a one-page summary (750-800 words) of a supplier's new product or software that has yet to be announced to the industrial market. Exclusives focus on significant technological advances in a new or enhanced product. We seek more than a routine software revision or product upgrade. We define an "exclusive" to mean the product or software will not be generally announced (no press announcements will be mailed, and no posts to the company website) before the 10<sup>th</sup> day of the month in which the article will appear. We also ask that the specific product or software not appear in advertisements until the month after the issue month where the article will appear. The exclusive is a compilation of product description, some specification details and comments from the manufacturer's team responsible for the new product. We ask that you provide specific information about why the product was developed, what market segment it targets, and the expected benefits to the specifier/user. The editors of *Control* request a full press packet or its equivalent, including product photo. Again, we request the use of electronic versions. Additionally, an editor will speak with the relevant company technical person or persons responsible for the development of the product. This could include the following: product and/or marketing managers, president or engineer. If available, the names and phone numbers of any beta sites' personnel willing to discuss the product should be included. Your company web site address and phone number are printed with the article to provide the reader with a choice of methods to obtain more detailed information.

### **The Process Automation Media Network**

The Process Automation Media Network (PAMN) is the largest third-party source for audio, video and multimedia about automation in the world. Since 2005, we have been producing audio, video and multimedia features and archiving them on [controlglobal.com](http://controlglobal.com). The PAMN library now has dozens of audio and video podcasts and webcasts. We encourage our vendors to help contribute to the library. If you have audio or video that you think might fit the library, or would like to participate in a podcast, or videocast, or help with a webcast, please contact Walt Boyes for a consultation.

**Control Webcasts** are recorded webinars on topics *oriented to end users*, and published on [ControlGlobal.com](http://ControlGlobal.com). These webcasts are open to vendors, end users, standards groups and consortia, and are **by invitation only**. If you have a topic that you would like considered for a webcast, please contact Walt Boyes.

**Control Podcasts** are recorded interviews covering a significant topic with major automation figures from the vendor, integrator or end-user communities. They are

published on ControlGlobal.com. As with webcasts, **podcasts are invitation only**. You are encouraged to contact Walt Boyes with suggestions for topics or personalities.

**Control Video Podcasts** are short video features designed for the automation professional who wants information in short multimedia bites. They range from the “Control Automation Minute” (a one- to two-minute editorial by a *Control* editor) to the “Back to the Basics” series of 10 to 15 minute tutorials on a basic automation topic, to the *Control* “Futurecast” series—prognostications of the future of automation by Walt Boyes and the members of the Process Automation Hall of Fame. You are encouraged to contact Walt Boyes with suggestions on topics or personalities.

### **Fundamentals of Working with Control**

**Artwork:** We must insist on receiving artwork in digital form. When sending the information via email (necessary), please make the graphic a .tif, .bmp, .jpg, or .eps format with 300 dpi resolution. A size of 1x2 in. is easy to email and appropriate for Introductions and Roundup items. A size of 2x3 in. is needed for Field Tests and Exclusives.

### **News and New Product Release Guidance:**

*Control no longer accepts hardcopy releases.*

- **RELEASES:** Please send all news releases and product announcements for CONTROL MAGAZINE to: **news.control@putman.net** for news and **products.control@putman.net** for product releases. **Roundup responses** should be sent directly to **controlroundup@putman.net** with “[Month] Roundup: [Product Name]” in the subject line. Also please note that only *one copy to one editor* is adequate.
- **COPY:** Send releases as a Word document in an attachment. You can also put the Word document in the email itself as text (no HTMLs, please). Please avoid linking your document to your website.
- **PHOTOS:** A .jpg or .tif attachment is the most preferred method. Please avoid embedding photos in the Word document. Or give us a link to your web site where we can download the picture. Photos should be 300 dpi.
- **“SUBJECT”** of the email: Please let us know the subject matter of what you are sending so we can route it to the appropriate editor. See below for examples:
  - Subject: XYZ Company announces new left-handed diffraction spectrometer [goes to product editor at products.control@putman.net]
  - Subject: XYZ Company appoints new president [goes to news/people editor at news.control@putman.net]

- Subject: August Roundup product from XYZ Company[goes to Roundup editor at controlroundup@putman.net]
- **CONTACT INFORMATION:** On all releases, please include your company name, website address and a phone number that prospective buyers can use to call you. Place this information in the **BODY** of the release, as opposed to the letterhead, logo picture file, boxed copy, or a header/footer.
- **FILE SIZE:** Please try to limit your files to approximately 1 MB. If your file is larger than 1 MB, removing HTML text, embedded photos, brochures, company logos, multiple photos, etc., will aid in reducing the file size. ***Do not send .zip files as our firewall will reject them.***

Please remember that what looks good in a hardcopy printout of your release might differ greatly in the electronic version. Adhering to these guidelines will assist us in publishing your release.

If you have questions about these guidelines, please contact chief editor, Walt Boyes, or News and New Products Editor, Patti Pool for further assistance.

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**Editorial Calendar and Media Kit can be downloaded from**  
**<http://www.putman.net/brands/ct/>**