

Reach prospects early in the
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.

ControlGlobal.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 – ControlGlobal.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 Global's monthly e-newsletter that goes out to 20,000 readers.

Website Listings – To maximize exposure and downloads, your White Paper offer is prominently displayed on ControlGlobal.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

Brought to you by ControlGlobal.com and Putman Media

ControlGlobal.com

White Paper Alert

August 11, 2006 | [View alert on the web](#) | [Subscribe](#) | [Unsubscribe](#)

[The Ten Truths of Safety Instrumented Systems - Truth 4 & 5](#)

Sponsored by: Invensys Triconex

Length: 3 pages

Content Type: White Paper

Operating companies in the process industries must face compliance to new safety standards such as IEC6111, ANSI/ISA S84.00.01-2004, and implementation of safeguarding that provides asset protection without disrupting asset utilization or compromising production targets. This month we will address Truth 4 & 5 of the Ten Truths that will make you better able to engineer a new safety instrumented system.

» [Download Now](#)

[How to Find Energy Savings in Process Plants](#)

Sponsored by: Expertune

Length: 13 pages

Content Type: White Paper

Process plants can make significant reductions in energy usage, with appropriate focus. This paper is focused on making your existing process run more efficiently and focuses on ensuring the optimum performance of your equipment, operations, and controls.

» [Download Now](#)

[PACs for Industrial Control, The Future of Control](#)

Sponsored by: National Instruments

Length: 5 pages

Content Type: White Paper

As the technological differences between PC and PLC wane, a new class of controllers is emerging for engineers who require higher loop rates, advanced control algorithms, more analog capabilities, and better integration with the enterprise network. The Programmable Automation Controller (PAC) describes this new generation of industrial controllers that combines the functionality of a PLC and a PC.

» [Download Now](#)

Did you miss the last ControlGlobal.com White Paper Alert? [View it here.](#)

You can browse more White Papers at [ControlGlobal.com](#).

Control Global'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 ControlGlobal.com and Putman Media

ControlGlobal.com E-NEWS

This Edition Sponsored by Phoenix Contact



Issue Highlights

- Cutting the wires of communications in automation
- OPC — A decade of success
- ISA batch control standards undergo revision

[The different ways to wireless](#)

Users want wireless, vendors want to sell wireless, so what's the problem? Read CONTROL Editor in Chief Walt Boyes' take on one of the most discussed topic in the past year — the use of wireless communications in process automation — and find out why no other topic since the heyday of the Fieldbus Wars has generated so much interest and noise in the industrial community.

[OPC — A decade of success by any standard](#)

OPC specialist Eric Murphy brings the latest in OPC technology, specifications, expert advice and thoughts on where the technology is headed to OPC Connection, ControlGlobal.com's new Site Resource for the OPC community.

[GAMP4 guidelines concerning the use of process simulation software](#)

This paper discusses GAMP4 guidelines concerning the use of process simulation software, the impact of system testing and qualification of the software on project risk mitigation, and GAMP4 requirements for suppliers of simulation software for operator training and system testing.

Your White Paper is prominently displayed in ControlGlobal's e-newsletter and viewed by over 20,000 subscribers.

Months 1 & 2: White Paper Library listing

login | register | PutmanMedia

ControlGlobal.com
THE ONLINE RESOURCE OF CONTROL MAGAZINE

Search this site | Tips
 GO ▶

Tuesday, August 29, 2006

 **The New Data Station Plus**
● Protocol Converter ● Data Logger
● Web Interface ● Remote Alarm

red ipn

HOME WHITE PAPERS SPECIAL REPORTS ASK THE EXPERTS VENDOR OFFERINGS CAREER CENTER SUBSCRIBE

RESOURCE CENTERS

- Control Platforms
- Field Instrumentation
- Software & Integration
- Industrial Networking

SITE RESOURCES

- Free Newsletters
- Current Issue
- Issue Archive
- Events Calendar
- Industry Links
- Career Center
- SpecSearch

White Papers

FEATURED WHITE PAPERS

PACs for Industrial Control, The Future of Control
National Instruments describes the Programmable Automation Controller (PAC), this new generation of industrial controllers that combines the functionality of a PLC and a PC.

How to Find Energy Savings in Process Plants
Process plants can make significant reductions in energy usage, with appropriate focus. This paper is focused on making your existing process run more efficiently and focuses on ensuring the optimum performance of your equipment, operations, and controls.

The Ten Truths of Safety Instrumented Systems - Truth 4 & 5
Operating companies in the process industries must face compliance to new safety standards such as IEC6111, ANSI/ISA S84.00.01-2004, and implementation of safeguarding that provides asset protection without disrupting asset utilization or compromising production targets. This month we will address Truth 4 & 5 of the Ten Truths that will make you better able to engineer a new safety instrumented system.

Free Newsletters

- ControlGlobalEnews
- DigitalField Insider
- SecureSystems
- See More Newsletters

[Privacy Policy](#)

CONTROL
2008
SALARY

In addition, your white paper is prominently featured in the White Paper Library for two months.

This page averages 900 unique visitors each month.

login | register | PutmanMedia

ControlGlobal.com

THE ONLINE RESOURCE OF CONTROL MAGAZINE

Search this site | Tips

Tuesday, August 29, 2006



The New Data Station Plus

- Protocol Converter
- Data Logger
- Web Interface
- Remote Alarm



HOME WHITE PAPERS SPECIAL REPORTS ASK THE EXPERTS VENDOR OFFERINGS CAREER CENTER SUBSCRIBE

RESOURCE CENTERS

- Control Platforms
- Field Instrumentation
- Software & Integration
- Industrial Networking

SITE RESOURCES

- Free Newsletters
- Current Issue
- Issue Archive
- Events Calendar
- Industry Links
- Career Center
- SpecSearch
- Meet the Editors
- New Products
- Subscribe
- Contact Us
- Advertise
- RSS** Feeds

VOICES

- Sound Off! Blog
- Podcast Library
- Boyes
- Larson
- Hebert
- Liptak
- McMillan & Weiner
- Tales From the Front
- Batch Dispatch
- OPC Connection
- Inside Fieldbus
- Security Focus



PACs for Industrial Control, The Future of Control



For the last decade a passionate debate has raged about the advantages and disadvantages of PLCs (programmable logic controllers) compared to PC-based control. As the technological differences between PC and PLC wane, with PLCs using commercial off the shelf (COTS) hardware and PC systems incorporating real-time operating systems, a new class of controllers, the PAC is emerging. PAC, a new acronym created by Automation Research Corporation (ARC), stands for Programmable Automation Controller and is used to describe a new generation of industrial controllers that combine the functionality of a PLC and a PC. The PAC acronym is being used both by traditional PLC vendors to describe their high end systems and by PC control companies to describe their industrial control platforms.

After completing the registration form you will have access to download the white paper in pdf format.
[National Instrument's Privacy Policy](#)

* Required Fields

* E-mail Address

If you are already registered, enter e-mail address only and click Submit

* First Name

* Last Name

* Job Title

* Company

* Street Address

Street Address 2

* City

* State/Province

* Zip Code

* Country

* Phone

Free Newsletters

- ControlGlobalNews
- DigitalField Insider
- SecureSystems
- [See More Newsletters](#)

[Privacy Policy](#)



CONTROL

2006 SALARY SURVEY

Our 16th Annual Salary Survey revealed some good news.

How does your salary and benefits stack up with your peers?

[CLICK HERE to find out.](#)

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 ControlGlobal sales rep today and start generating leads.

Real leads, not junk.

| | A | B | C | D | E | F |
|----|--------------------------------------|-------------------|------------------|----------------------------------|--|--------------------------|
| 1 | E-mail Address | First Name | Last Name | Company | Job Title | Country |
| 2 | jslice2@yahoo.com | Chris | Johnson | Rehm and Haas | Project Manager | United States of America |
| 3 | brianowens@us.schneider-electric.com | Brian | Owens | Schneider Electric | Segment Manager | United States of America |
| 4 | frmler@agriam.com | Fred | Miller | Agriam | Engineering Supervisor | United States of America |
| 5 | jim.m.hall@exxonmobil.com | Jim | Hall | ExxonMobil Engineering | Senior Engineering Associate | United States of America |
| 6 | maggidi@wserv.com | victor | maggidi | Feltronics Corp. | president | United States of America |
| 7 | rajulal@notino.com | rajiv | lal | no tino | chief advisor | Australia |
| 8 | tom.mccoy@nwcso.com | Tom | McCoy | National Welders Supply | Plant Manager | United States of America |
| 9 | tim_boeher@praxair.com | Tim | Boeher | Praxair, INC | IE Technician | United States of America |
| 10 | morytheriot@honeywell.com | Mory | Theriot | Honeywell | IE LEAD TECH. | United States of America |
| 11 | neal.zislin@firmenich.com | Neal | Zislin | Firmenich | Director Regional Engineering Services | United States of America |
| 12 | shahzadzafar@arl.com.pk | shahzad | zafar | arl | senior officer (E&I) | Pakistan |
| 13 | leonaak@sympatico.ca | Leon | Hawes | Trafalgar Tech Chris Ltd | Specialist Instrumentation | Canada |
| 14 | lozinski.shannon@spartancontrols.com | Shannon | Lozinski | Spartan Controls | Account Manager | Canada |
| 15 | wmoras@pacific.com | Wayne | Moras | Pacific | Manager Engineering | United States of America |
| 16 | larry_p_sendlak@oxychem.com | larry | sendlak | oxychem | production engineer | United States of America |
| 17 | stadd@mimet.com | asdl | asdl | asdl | asdl | United States of America |
| 18 | ainimudich@yahoo.com | muchamad | muslich | pt.rph jasi engineering | electrical engineer | Indonesia |
| 19 | gsanchez@mst-technology.com | Gary | Sanchez | MST Technology | Sr. Systems Engineer | United States of America |
| 20 | fkocic@gmail.com | Bob | Baxter | The Invisible Office | Engineer | United States of America |
| 21 | krishtul@yahoo.com | Krishan | Sharma | ICI | Process Engg | India |
| 22 | sahulhameed@iccl.co.in | sahul | hameed | iccl | site | India |
| 23 | james.thomas@us.pilkington.com | Jim | Thomas | United L-N Glass, Inc. | Electrical Engineer | United States of America |
| 24 | jack.hamshar@chemtura.com | Jack | Hamshar | Great Lakes Chemicals - Chemtura | Sr Process Engr | United States of America |
| 25 | jrbidgett@stec.com | Jim | Bridgett | S&B Engineers & Constructors | Process Specialist | United States of America |
| 26 | xelamacias@hotmail.com | alejandro | macias | msh | control engineer | Mexico |
| 27 | ghanshyam.shah@mustangeng.com | GC | Shah | MUSTANG | EHS Sr. Advisor | United States of America |
| 28 | wroyack@orbitaleng.com | Walter | Royack | Orbital Engineering, Inc. | Sr. Process Controls Engineer | United States of America |
| 29 | larrydavid@magellanlp.com | Larry | Davied | Magellan Midstream Partners | Director, Technical Services | United States of America |

White Paper Sponsorship Program Pricing

**Single White Paper Sponsorship
starts at \$5,300 gross**

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

To get started, call
Jeanne Freedland, digital sales specialist
today at 805-773-4299!

Putman Media

Media Information On Demand



From display advertising to conferences to email fulfillment, Putman Media provides a full breadth of in-print, in-person, and online marketing communications tools designed to help you reach and connect with specific demographic segments of our 500,000-strong database of buyers/specifiers.

To learn more about Putman Media and how we can help you with your marketing communications objectives, visit www.putmanmedia.com.