

		JANUARY		FEBRUARY		MARCH	APRIL	
IMPORTANT DATES	E-Newsletter: COMPLIANCE	E-Newsletter: NEW! VIDEO SHOWCASE	PRINT & DIGITAL EDITION	NEW! E-Newsletter: ELECTRICAL SYSTEMS	NEW! E-Newsletter: NETWORK TECH	PRINT & DIGITAL EDITION	NEW! E-Newsletter: VIDEO SHOWCASE	
	PUBLISH DATE	Jan. 18	Jan. 31	Feb. 8	Feb. 21	Mar. 6	April 11	April 24
	AD CLOSE DATE	Dec. 20, 2011	Jan. 5	Jan. 13	Jan. 24	Feb. 9	March 15	March 21
	AD MATERIALS DUE DATE	Jan. 3	Jan. 12	Jan. 19	Feb. 1	Feb. 16	March 22	April 3
	FEATURE ARTICLES DUE	Nov. 17, 2011		Dec. 7, 2011	Jan. 11	Jan. 17	Feb. 7	
	PRODC'T & NEWS RELEASES DUE			Dec. 9, 2011			Feb. 14	
EDITORIAL CONTENT	COVER THEME	COMPLIANCE (standards; EPA, FDA and OSHA compliance; environmental compliance)	VIDEOS from Rockwell Automation and its Partners, showcased quarterly	SAFE AND SUSTAINABLE PRODUCTION	ELECTRICAL SYSTEMS (motor control centers, Intelligent Motor Control, arc flash safety, electrical monitoring & testing, power quality, panel layout)	NETWORKING TECHNOLOGY (wireless networks; network performance; cabling; Ethernet and EtherNet/IP; cyber security; physical security)	PLANT-WIDE OPTIMIZATION AT THE INFORMATION-LEVEL	VIDEOS from Rockwell Automation and its Partners, showcased quarterly
	PARTNER NETWORK UPDATE			Solution Partner; RA Strategic Alliance			Solution Partner; RA Strategic Alliance	
	BONUS DISTRIBUTION			PartnerNetwork Conference, Tampa, March 26-28				
OTHER MARKETING OPPORTUNITIES	SOCIAL MEDIA PACKAGE	Leverage The Journal's social media channels, get featured on Rockwell Automation's Web site, and get links in The Journal's digital edition						
	AUTOMATION FAIR PARTNER VIDEOS	Executive Editor Theresa Houck interviews your rep at your Automation Fair booth. Video is distributed through Automation Fair Show E-Daily e-newsletter, The Journal's e-newsletter and social media channels and 50+ LinkedIn Groups.						
	WHITE PAPER/CASE STUDY PROGRAM	Market your company's white paper to an engaged community of 120,000+ plant management, engineering and automation professionals.						
	SPECIAL REPORTS	Reports with custom content around any topic or with custom research for a specific Partner. How: e-mail survey performed on topic of your choice; results summarized as content added to special report of repurposed TJ content related to that topic; delivered via e-newsletter, social media channels; given to sponsor for their distribution.						
	SPONSORED RESEARCH	E-mail survey on topic of your choice; blurb in e-newsletter with "Sponsored by" banner ad above it; promoted via TJ social media channels and various automation-related LinkedIn Groups; results delivered via 2-min. video by Executive Editor Theresa Houck with link to sponsor's site.						
	WEBCASTS	Sponsor a webcast on a topic related to your Encompass-referenced technology, moderated by Executive Editor Theresa Houck. Promoted via The Journal's e-newsletter, social media channels and 50+ LinkedIn Groups.						



		MAY		JUNE		JULY		AUGUST	
IMPORTANT DATES		E-Newsletter: COMPLIANCE	NEW! E-Newsletter: ELECTRICAL SYSTEMS	PRINT & DIGITAL EDITION	NEW! E-Newsletter: WHITE PAPER ALERT	NEW! E-Newsletter: NETWORK TECH	NEW! E-Newsletter: VIDEO SHOWCASE	PRINT & DIGITAL EDITION	NEW! E-Newsletter: ELECTRICAL SYSTEMS
	PUBLISH DATE	May 8	May 22	June 6	June 19	July 11	July 24	Aug. 8	Aug. 21
	AD CLOSE DATE	April 12	April 24	May 10	May 23	June 14	June 19	July 12	July 24
	AD MATERIALS DUE DATE	April 19	May 2	May 17	June 4	June 22	June 29	July 19	Aug. 1
	FEATURE ARTICLES DUE	March 19	March 27	April 3	May 7	May 21		June 1	July 2
	PRODCT & NEWS RELEASES DUE			April 10				June 9	
EDITORIAL CONTENT	COVER THEME	COMPLIANCE (standards; EPA, FDA and OSHA compliance; environmental compliance)	ELECTRICAL SYSTEMS (motor control centers, Intelligent Motor Control, arc flash safety, electrical monitoring & testing, power quality, panel layout)	MACHINE BUILDER PERFORMANCE	WHITE PAPERS from Rockwell Automation and its Partners	NETWORKING TECHNOLOGY (wireless networks; network performance; cabling; Ethernet and EtherNet/IP; cyber security; physical security)	VIDEOS from Rockwell Automation and its Partners, showcased quarterly	PLANT-WIDE OPTIMIZATION AT THE CONTROL LEVEL	ELECTRICAL SYSTEMS (motor control centers, Intelligent Motor Control, arc flash safety, electrical monitoring & testing, power quality, panel layout)
	PARTNER NETWORK UPDATE			Solution Partner; RA Strategic Alliance				Solution Partner; RA Strategic Alliance	
	BONUS DISTRIBUTION							Automation Fair, Philadelphia, Nov. 7-8	
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		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
IMPORTANT DATES		E-Newsletter: COMPLIANCE	NEW! E-Newsletter: WHITE PAPER ALERT	PRINT & DIGITAL EDITION	NEW! E-Newsletter: VIDEO SHOWCASE	NEW! E-Newsletter: NETWORK TECH	NEW! E-Newsletter: ELECTRICAL SYSTEMS	PRINT & DIGITAL EDITION	NEW! E-Newsletter: WHITE PAPER ALERT
	PUBLISH DATE	Sept. 11	Sept. 25	Oct. 10	Oct. 23	Nov. 13	Nov. 27	Dec. 5	Dec. 11
	AD CLOSE DATE	Aug. 15	Aug. 28	Sept. 13	Sept. 20	Oct. 12	Oct. 24	Nov. 7	Nov. 15
	AD MATERIALS DUE DATE	Aug. 23	Sept. 10	Sept. 20	Oct. 2	Oct. 24	Nov. 5	Nov. 14	Nov. 26
	FEATURE ARTICLES DUE	July 16	Aug. 1	Aug. 7		Sept. 21	Oct. 5	Oct. 2	Oct. 30
	PRODCT & NEWS RELEASES DUE			Aug. 14				Oct. 9	
EDITORIAL CONTENT	COVER THEME	COMPLIANCE (standards; EPA, FDA and OSHA compliance; environmental compliance)	WHITE PAPERS from Rockwell Automation and its Partners	PLANT-WIDE OPTIMIZATION PROCESS SOLUTIONS	VIDEOS from Rockwell Automation and its Partners, showcased quarterly	NETWORKING TECHNOLOGY (wireless networks; network performance; cabling; Ethernet and EtherNet/IP; cyber security; physical security)	ELECTRICAL SYSTEMS (motor control centers, Intelligent Motor Control, arc flash safety, electrical monitoring & testing, power quality, panel layout)	SUSTAINABLE PRODUCTION	WHITE PAPERS from Rockwell Automation and its Partners
	PARTNER NETWORK UPDATE			Solution Partner; RA Strategic Alliance				Solution Partner; RA Strategic Alliance	
	BONUS DISTRIBUTION			Automation Fair, Philadelphia, Nov. 7-8					
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