

THE JOURNAL

From Rockwell Automation and Our Partners

2012 MEDIA KIT

Concept

Published 6 times per year, *The Journal from Rockwell Automation and Our Partners* is a unique publication created and published by Putman Media for Rockwell Automation over the past 19 years. The magazine, consistently rated as highly valuable in readership surveys, and its monthly e-newsletter educate Rockwell Automation customers and prospects about the latest asset management, industrial automation and control solutions. *The Journal's* editorial calendar aligns with Rockwell Automation key strategic initiatives and markets.

Editorial Content

Content focuses on technology and expertise from Rockwell Automation and its Partners. Every issue features how-to articles, tech tips and case histories.

Take advantage of this exclusive Partner benefit and submit content! Contact Executive Editor Theresa Houck, thouck@putman.net, 630-625-1133. The right and privilege of submitting editorial content and advertising are available only to companies in the Rockwell Automation PartnerNetwork, including Solution Providers, Encompass Product Partners, Machine Builder Partners and Strategic Alliance Partners.



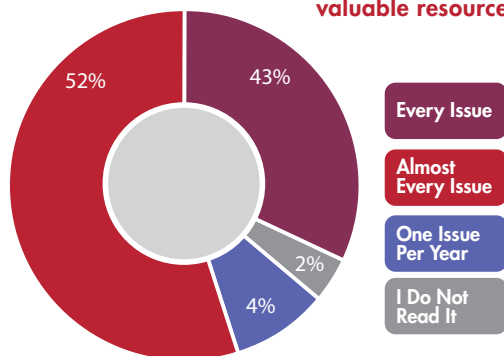
Named "Best Custom Magazine" in 2006, 2008, 2009, 2010, 2011

Audience

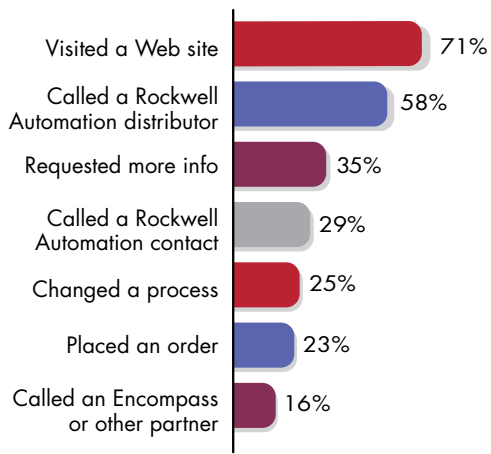
Since *The Journal* is a custom publication, it is not BPA audited. In many ways, *The Journal* database of 55,000 print and digital readers is superior to an audited publication because our circulation comes completely from the Rockwell Automation customer database. Each one of these names has been added by a Rockwell Automation Sales Engineer—they're current Rockwell Automation customers and key prospects.

Rockwell Automation offers its partners a limited number of exclusive opportunities each year to access this excellent, exclusive customer database: Automation Fair and, *The Journal* print editions and e-newsletters!

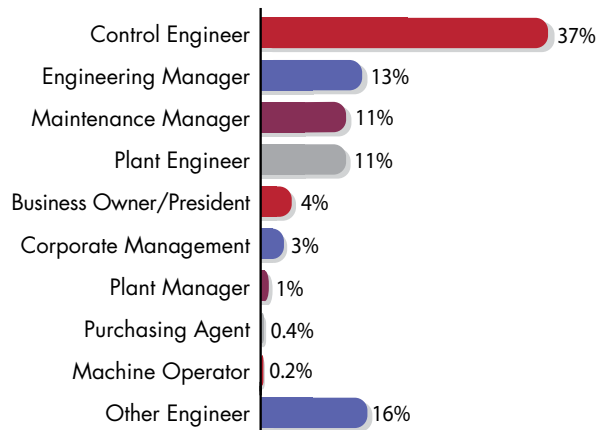
The Journal readers find the magazine to be a valuable resource!



The Journal's readers are action oriented!



Our readership comprises your prime prospects!



The Journal readers are Rockwell Automation's key customers and prospects identified by Rockwell Automation sales engineers. These professionals rely on *The Journal* to help them make informed purchasing decisions.

Quick Links

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The Journal's free e-newsletter — and encourage your customers to subscribe too!



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www.rockwellautomation.com/thejournal

		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	
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							
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	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.							
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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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PRINT

Partners can use *The Journal* for display advertising in sizes from full-page and multiple page insertions, to half pages, third pages and quarter pages. In addition, we offer the following effective marketing opportunities.



Showcase Ads

The Journal's Encompass and Solution Provider Showcases promote your referenced products and services in a four-color, 1/6-page editorial write-up. Our editors will help you write your ad for this cost-effective marketing opportunity.

Showcase Rates (non-commissionable):

1X = \$990, 3X = \$950, 5X = \$900

Partner Profile Page: "Advertorial"

Tell your company's story in a full-page ad that can include a photo and look like an editorial feature article. Our editors can write it for you, or edit material you submit. This is a unique way to profile your company, your experts or the story behind your products.

Standard full-page display rates apply. Receive a special discount when run in conjunction with a display page.

Call Scott Walters at (440) 835-2545 for details.

Shipping Instructions:

For all ad material, use a traceable carrier and specify on the shipping label in which issue the ad is to appear. Send all ad contracts, insertion orders, proofs, instructions and printing material (except preprinted inserts) to: Rita Fitzgerald, Production Manager, *The Journal*, Putman Media Inc., 555 W. Pierce Road, Suite 301, Itasca, IL 60143, phone 630-467-1301 ext. 468, rfitzgerald@putman.net.



Digital Advertising

You can supplement your print advertising program by advertising digitally in *The Journal's* e-newsletter. This cost-effective marketing vehicle delivers the digital version of *The Journal* to pot-in only subscribers and provides exclusive articles that aren't in the print version.

[Click here](#) to see a sample e-newsletter.

You can include up to 40 words about company news or products, plus a photo and a Web link to a dedicated page about your Rockwell Automation-approved product or service. The e-newsletter makes a powerful part of your multimedia campaign!

Contact Scott Walters at 440-835-2545 or swalters@putman.net for details.

2012 Power Package Program

Contract for advertising in all six issues of *The Journal* and earn the 8x frequency rate. A minimum of a half page or more is needed in each issue to complete the Power Package requirement. Display rates are commissionable.

2012 Display Advertising Rates

2012 Black/White Rates (commissionable)

	1x	4x	6x	8x
1 Page	\$7,795	\$7,645	\$7,540	\$7,045
2/3 Page	\$6,250	\$6,040	\$5,650	\$5,380
1/2 Island	\$5,160	\$5,050	\$5,000	\$4,675
1/2 Page	\$4,700	\$4,600	\$4,540	\$4,250
1/3 Page	\$3,520	\$3,455	\$3,400	\$3,190
1/4 Page	\$2,350	\$2,290	\$2,260	\$2,220

2012 Color Rates

4-Color, additional \$1,490, 2-Color, additional \$920

Printing Specifications

Non-Bleed	Width	Depth
Full Page	7"	10"
2/3 Page	4-9/16"	10"
1/2 Page Vertical	3-1/4"	10"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Island	4-9/16"	7-1/2"
1/3 Page Vertical	2-3/16"	10"
1/3 Page Square	4-9/16"	4-7/8"
1/4 Page	3-1/4"	4-7/8"

Bleed	Width	Depth
Full Page Trim Size	7-7/8"	10-1/2"
Full Page Bleed Size	8-1/8"	10-3/4"
Spread Trim Size	15-3/4"	10-1/2"
Spread Bleed Size	16"	10-3/4"

Printing

Web offset. SWOP specifications apply.

Color Density

Two-color wet printing. The sum percentages of tone values should not exceed 170%, and only one color may be solid. SWOP specifications apply. Four-color process wet printing: total density should not exceed 280 percent. SWOP specifications apply.

Submitting Digital Ad Files

To insure print quality, please send a high-resolution PDF file (300 dpi/150 lpi, cmyk color mode, prinerger specs or print optimized).

PDFs should be **posted to our ftp site: www.putmanftp.com** or sent on CD (ISO 9660 or Mac format preferred). We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

Shipping Instructions

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:

Rita Fitzgerald,
 Production Manager
The Journal, Putman Media Inc.
 555 W. Pierce Road, Suite 301
 Itasca, IL 60143
 phone 630-467-1301 ext. 468
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 PutmanMedia®
 Putman Media, Inc.
 555 W. Pierce Rd.,
 Suite 301,
 Itasca, IL 60143
 Phone: 630-467-1300
www.putman.net

The Journal publishes 6 e-newsletters at 23x frequency, targeted to plant management, maintenance, engineering and automation professionals to keep them informed about the latest industry news, success stories and technical insights from Rockwell Automation and their PartnerNetwork companies. Each e-newsletter has been requested by the recipient, ensuring that you get high response rates from your key customers and prospects. These e-newsletters are timely, effective and able to deliver your product directly to the inbox of readers who are responsible for making

The Journal E-News

This e-newsletter accompanies the print edition and delivers the digital edition. It also includes Web-exclusive articles that aren't available in the print edition.

[View a sample.](#)

Compliance E-News

This e-newsletter's content covers the most important compliance issues affecting manufacturers and automation professionals. These include standards; EPA, FDA and OSHA compliance; sustainability; and other environmental issues.

[View a sample.](#)

Network Tech E-News

This e-newsletter focuses on topics such as industrial network performance; industrial wireless applications; cabling; Ethernet and EtherNet/IP; and cyber and physical security.

NEW! Electrical Systems E-News

This quarterly e-newsletter covers arc flash safety, electrical monitoring & testing, power quality, panel layout, motor control centers, Intelligent Motor Control and more.

NEW! Video Showcase E-News

This quarterly e-newsletter promotes videos from Rockwell Automation and its Partners, including videos already on your company's website or YouTube channel. [View a sample.](#)

NEW! White Paper Alert E-News

This e-newsletter promotes white papers in conjunction with promotions via our print edition and social media channels. [View a sample.](#)



Ad specifications and rates:

Partner of the Month (top spot) \$1,350*
 (first come-first served)

Editor's Choice \$1,200*
 (under Partner of the Month)

Sponsored Product \$900*
 (our basic text based ad unit)

Frequency discount programs are available.

*Rates are net.

All ads accommodate up to 40 words of copy about a referenced Encompass product about 110x110 pixels at 72dpi, or technology, a digital image and a URL. The link can lead to a landing page featuring only referenced products or to your listing on the Rockwell Automation's Encompass Partners web site.

Give Us 2 Minutes, and We'll Give You Exposure to 200,000+ Automation Professionals!

We'll create a 2-minute video of Executive Editor Theresa Houck interviewing your company rep about your referenced product at your Automation Fair booth. You'll reach 200,000+ premier automation industry professionals! Click [here](#) for video tutorial.

Click here to [see a sample partner video](#).

Here's What You Get

- Promotion via Automation Fair Show Daily e-newsletter. [Click here for a sample](#).
- Promotion via *The Journal's* [LinkedIn](#), [Facebook](#) and [Twitter](#) channels.
- Promotion via the [Automation Fair LinkedIn](#) Group.
- Promotion to at least 45 other automation-related LinkedIn Groups.
- Promotion on the Automation Fair YouTube channel.
- 1 video link in the e-newsletter of your choice:
 - >> *The Journal's* bimonthly general e-newsletter.
 - >> Compliance e-newsletter.
 - >> Networking Technology e-newsletter.
- Your video featured in our February Automation Fair wrap-up e-newsletter.
- Your video featured in February on [The Journal's home page](#).
- A link on the [Automation Fair](#) home page.
- This video is yours to keep. Post it on your Web site, e-blast to your customers, etc.



Here's How it Works:

1. We schedule the video prior to the show at your convenience before, during or after show hours.
2. Theresa chats with your rep for 2 minutes on camera about any Encompass-referenced product.
3. We post the video within hours of filming.

Cost for the video is only \$1,600. Take advantage of this opportunity to influence 200,000+ potential purchasers — both during and after Automation Fair.

Contact Scott Walters for more information at (440) 835-2545 or swalters@putman.net.

Getting You Quality Leads

The Journal's sponsored Case Study and White Paper program markets your company's case study or white paper to an engaged community of more than 120,000 plant management, engineering and automation professionals. This guarantees you'll receive qualified, quality sales leads.

White papers and case studies give your company exposure to our readers who are actively searching for solutions to their automation challenges. They position your company's expertise and provide an invaluable service to Rockwell Automation customers and prospects who are searching for technology solutions.

Promoted to over 120,000 Automation Professionals via:

- One of three of *The Journal's* e-newsletters.
- *The Journal's* print edition.
- *The Journal's* [LinkedIn](#), [Facebook](#) and [Twitter](#) channels.
- The [Automation Fair LinkedIn](#) Group.
- 45 other automation-related LinkedIn Groups.
- The Rockwell Automation [Partner home page](#).

Sales Leads

Sales leads are captured through a required registration page with demographics questions and 3 customized qualifying questions. [Click here for a sample](#).

- All sales leads are sent directly to you in real time.

Cost: \$3,000



Partner Success Story: Pentair

Challenge: Promote new white paper on Standards for Safety Enclosure Protection with a goal of generating quality sales leads for Pentair's enclosures for harsh environments, HMI cabinets and other industrial applications.

Solution: *The Journal* editorial team promoted Pentair's white paper in an article in the print edition of *The Journal*, e-newsletter and social media channels, and through an aggressive social media campaign to another 24 automation groups on LinkedIn.

Results: 149 registered sales leads

Award-Winning Legacy

The *Journal* has established a history of earning editorial and design accolades, including "Best Custom Magazine" in 5 out of the last 6 years. What does this mean for you? You get a high-quality medium to deliver your message directly to your customers and prospects.



2011

Magnum Opus Awards for Outstanding Achievement in Custom Media

Best All Around Publication – Gold Award, Best Manufacturing Publication, The Journal team. This award is selected by a panel of judges from the famed Missouri School of Journalism.

23rd Annual APEX Awards of Excellence in Corporate Communications

Award of Excellence, Best Custom-Published Magazines & Journals, The Journal team. This honor recognizes the magazine as a whole for content, design, fulfillment of its mission for the customer, and overall quality.

American Society of Business Press Editors (ASBPE) National Competition

Azbee Award for Design, Front Cover – Photo, February 2010, "Alphabet Soup of Sustainability Standards."

ASBPE Midwest Regional Competition

Gold Azbee Award for Design, Contents Page or Pages, February 2010.

Silver Azbee Award for Design, Opening Page/Spread – Photo, February 2010. "Alphabet Soup of Sustainability Standards."

Gold Azbee Award for Design, April 2010, Opening Page/Spread – Computer Generated, Decisions at Your Fingertips."

Business Marketing Association Bell Awards, Milwaukee Chapter

Bell Excellence Award for PR Campaign, Trade Show, Rockwell Automation and The Journal Team, "Automation Fair Event," for Strategic Media Relations Campaign.



2010

Business Marketing Association Bell Awards, Milwaukee Chapter

Bell Award, Social Media/New Media,

22nd Annual APEX Awards of Excellence in Corporate Communications

Award of Excellence, Green Writing, February 2010.

Award of Excellence, Spreads, Design Excellence, August 2009.

ASBPE National Competition

Bronze Azbee Award for Editorial, Custom Publication General Excellence: Magazine.

ASBPE Midwest Regional Competition

Bronze Azbee Award for Design, Opening Spread, August 2009.

2009

BMA Bell Awards, Milwaukee Chapter

Award of Excellence for Publishing, External Magazines – Outstanding Custom Magazine.

21st Annual APEX Awards of Excellence in Corporate Communications

Award of Excellence for Feature Writing, June 2008.

ASBPE National Competition

Silver Azbee Award for Design, Contents Page or Pages, Design Excellence, August 2008.

ASBPE Midwest Regional Competition

Silver Azbee Award for Design, Front Cover-Photo, Design Excellence, August 2008.

Gold Azbee Award for Design, Opening Page/Spread - Computer Generated, Design Excellence, April 2008.

2008

20th Annual APEX Awards of Excellence in Corporate Communications

Award of Excellence, Best Custom-Published Magazines & Journals.

Award of Excellence, Cover Design, Design Excellence, December 2007.

ASBPE National Competition

Gold National Azbee Award, Design Excellence, Cover, December 2007.

Silver National Azbee Award, Design Excellence, Contents Page or Pages, June 2007.

2007

19th Annual APEX Awards of Excellence in Corporate Communications

Award of Excellence, Feature Writing, October 2006.

2006

Business Marketing Association (BMA) Bell Awards, Milwaukee Chapter

Award of Excellence for Publishing, External Magazines – Outstanding Custom Magazine.

18th Annual APEX Awards of Excellence in Corporate Communications

Award of Excellence, Feature Writing, "June 2005.

2004

Publications Management's 2nd Annual Magnum Opus Awards

Design Excellence – Bronze Award, Best Cover, April 2004.

Design Excellence – Honorable Mention, Table of Contents, June 2004.

Design Excellence – Honorable

Mention, Column/Department Design, "Product Focus" November 2004.

17th Annual APEX Awards of Excellence in Corporate Communications

Award of Excellence, Feature Writing, September 2004.

2003

APEX 16th Annual Awards of Excellence in Corporate Communications

Design Excellence – Award for Spread Design, April 2002.

Award of Excellence, Feature Writing, February 2003.

Award of Excellence, Feature Writing, How-To Writing, February 2003.

2002

ASBPE National Competition

Design Excellence – Silver Award, Front Cover – Computer Generated, April 2002.

ASBPE Midwest Region Competition

Design Excellence – Bronze Award, Opening Page or Spread, April 2002.