

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