AUDIENCE & ENGAGEMENT

WHY ADVERTISE?
- 50% of readers have contacted advertisers directly from Manufacturing AUTOMATION ads
- 86.8% have purchasing influence
- 55.3 use the publication to help make purchasing decisions
- 50% have contacted advertisers from seeing their ads in Manufacturing AUTOMATION

OUR READERS
Manufacturing AUTOMATION is read by engineers, managers and senior executives across all industry sectors, who have a purchasing and/or specifying responsibility for automation products and equipment aimed at improving manufacturing efficiency. The MA audience is audited and verified each year by our research department.

QUALITY CONTENT
- 91.8% indicate Manufacturing AUTOMATION meets the needs of their industry
- 96.7% of readers rated the overall quality of Manufacturing AUTOMATION’s content from Excellent to Good
- 70% have visited Manufacturing AUTOMATION’s website
- 85.7% rate Manufacturing AUTOMATION’s website useful

"MA IS A GREAT SOURCE OF RELEVANT MANUFACTURING AUTOMATION–RELATED ARTICLES, NEW PRODUCT ANNOUNCEMENTS, AND IT GENERALLY KEEPS SUBSCRIBERS ON TOP OF NEW INDUSTRY TRENDS."
Manufacturing AUTOMATION’s editorial coverage is 100% focused on industrial automation and its evolving opportunities, challenges and technologies that are being used on the factory floor.
## PRINT ADVERTISING RATES & SPECS

### FOUR COLOUR RATE

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS</th>
<th>1x</th>
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<td></td>
</tr>
</tbody>
</table>

### SPECIAL COLOUR
For additional colour, matched, PMS or special colours, please contact your Annex Business Media representative.

### SPECIAL POSITIONS
For cover positions, add 25%. Other requested positions, add 15%.

### FOR FURTHER INFORMATION
Please contact the publisher, Klaus Pirker, at kpirker@annexbusinessmedia.com or 416-510-6757.

### DIGITAL REQUIREMENTS
We accept digital files that meet the following criteria:

- High-resolution PDFs created with InDesign, Quark Xpress, (2,400 dpi-150 line screen, all fonts embedded, CMYK with no spot colours or RGB images).
- EPS or TIFF files created in Illustrator or Photoshop (300 dpi with all images embedded and fonts as outlines).
- Process colour (CMYK) ads must be supplied with a high-resolution, full-colour, contract-quality proof to ensure proper reproduction.

### PLEASE NOTE
We do not accept ads created in Microsoft Office/Publisher programs, Corel Draw (only if exported to Illustrator), film, DCS or CopyDot files.

### WEB SPECIFICATIONS
- **Image Dimensions:** 550w x 684 pixels, 600w x 250 pixels, 300w x 250 pixels, 728w x 90 pixels, 468w x 60 pixels.
- **Image Type:** .gif, .jpg, .png, Flash, HTML5 (Must be regular Flash with embedded URL to set tracking).
- **Image Animation (GIF):** Maximum Animation Length: 15 sec
- **Loop Maximum:** 3
- **Note:** Flash files are not acceptable for e-products.

### IMAGE SIZE

<table>
<thead>
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<th>Dimensions</th>
<th>Width</th>
<th>Height</th>
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<td>Bleed add .125&quot;</td>
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<th>Dimensions</th>
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<tbody>
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<tr>
<td>1/6 page horizontal</td>
<td>8&quot; x 2.625&quot;</td>
<td></td>
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</table>

### LINKING URL
An active URL must be provided.

### TESTING
All creatives must function uniformly on both MAC and PC platforms, as well as multiple browser versions of Firefox, Internet Explorer and Safari.
# 2020 Digital Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Themed E-News</th>
<th>E-Books</th>
<th>Technology Handbooks</th>
<th>Bonus E-Newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Top of the Month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Industrial Networks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Sensors</td>
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<td></td>
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<tr>
<td>April</td>
<td>Robotics</td>
<td></td>
<td></td>
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<tr>
<td>May</td>
<td>Machine Safety</td>
<td>Internet of Things</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Robotics</td>
<td>HMI &amp; Operator Interface</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
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<tr>
<td>August</td>
<td>Artificial Intelligence</td>
<td></td>
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</tr>
<tr>
<td>September</td>
<td>Robotics</td>
<td>Connected Manufacturing</td>
<td></td>
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<tr>
<td>October</td>
<td></td>
<td>Motion Control</td>
<td></td>
<td></td>
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<tr>
<td>November</td>
<td>Connected Manufacturing</td>
<td>Robotics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Machine Safety</td>
<td></td>
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</tbody>
</table>

**Digital Content That Informs, Educates and Inspires**

Manufacturing AUTOMATION's digital content is an extension of the great content readers have come to expect in our 7 yearly print issues. Our audience of machine builders, component manufacturers, system integrators, end-users, contractors and consultants turn to MA's website, weekly e-Newsletters, e-Products, digital magazines and other online platforms for information to expand and grow their business.
## E-NEWSLETTERS

### JANUARY
- **Education & Training, Automation Software**
  - Product Focus: Jan. 2
  - E-News AD Date: Jan. 8
- **Machine Tools, Machine Safety**
  - Product Focus: Jan. 8
  - E-News AD Date: Jan. 15
- **Energy Management, Hydraulics & Pneumatics**
  - Product Focus: Jan. 15
  - E-News AD Date: Jan. 22
- **Top of the Month**
  - Product Focus: Jan. 18
  - E-News AD Date: Jan. 25
- **Material Handling/Packaging, Wire & Cable, Sensors**
  - Product Focus: Jan. 22
  - E-News AD Date: Jan. 29

### FEBRUARY
- **Machine Safety, Enclosures & Workstations**
  - Product Focus: Feb. 29
  - E-News AD Date: Feb. 5
- **Connectivity, Wireless Technology & Security**
  - Product Focus: Feb. 5
  - E-News AD Date: Feb. 12
- **Education & Training, Power Supplies, Process Control**
  - Product Focus: Feb. 12
  - E-News AD Date: Feb. 19
- **Themed e-News: Industrial Networks**
  - Product Focus: Feb. 17
  - E-News AD Date: Feb. 24
- **Automation Software, Motion Control**
  - Product Focus: Feb. 19
  - E-News AD Date: Feb. 26
- **Top of the Month**
  - Product Focus: Feb. 22
  - E-News AD Date: Feb. 29

### MARCH
- **HMI/Operator Interface, Programmable Control**
  - Product Focus: Mar. 26
  - E-News AD Date: Mar. 4
- **Communications & Networking, Motors & Drives**
  - Product Focus: Mar. 4
  - E-News AD Date: Mar. 11
- **Machine Safety, Machine Vision**
  - Product Focus: Mar. 11
  - E-News AD Date: Mar. 18
- **Test & Measurement, Automation Software, Machine Tools**
  - Product Focus: Mar. 18
  - E-News AD Date: Mar. 25
- **Top of the Month**
  - Product Focus: Mar. 21
  - E-News AD Date: Mar. 28

### APRIL
- **Education & Training, Robotics, Sensors**
  - Product Focus: Apr. 25
  - E-News AD Date: Apr. 1
- **Electronic Components, Power Supplies**
  - Product Focus: Apr. 1
  - E-News AD Date: Apr. 8
- **Energy Management, Programmable Control**
  - Product Focus: Apr. 8
  - E-News AD Date: Apr. 15
- **Connectivity, Comm. & Networking, Motion Control**
  - Product Focus: Apr. 15
  - E-News AD Date: Apr. 22
- **Top of the Month**
  - Product Focus: Apr. 18
  - E-News AD Date: Apr. 25

### MAY
- **Wireless Technology & Security, Wire & Cable**
  - Product Focus: May 29
  - E-News AD Date: May 6
- **Machine Safety, Machine Tools**
  - Product Focus: May 6
  - E-News AD Date: May 13
- **Motors & Drives, Sensors**
  - Product Focus: May 13
  - E-News AD Date: May 20
- **Themed e-News: Machine Safety**
  - Product Focus: May 18
  - E-News AD Date: May 25
- **Automation Software, Connectivity**
  - Product Focus: May 20
  - E-News AD Date: May 27
- **Top of the Month**
  - Product Focus: May 23
  - E-News AD Date: May 30

### JUNE
- **HMI/Operator Interface, Test & Measurement**
  - Product Focus: May 27
  - E-News AD Date: Jun. 3
- **Machine Vision & Sensors, Motion Control**
  - Product Focus: Jun. 3
  - E-News AD Date: Jun. 10
- **Machine Safety, Power Supplies**
  - Product Focus: Jun. 10
  - E-News AD Date: Jun. 17
- **Material Handling/Packaging, Motors & Drives**
  - Product Focus: Jun. 17
  - E-News AD Date: Jun. 24
- **Top of the Month**
  - Product Focus: Jun. 20
  - E-News AD Date: Jun. 27

### JULY
- **Programmable Control, Wire & Cable**
  - Product Focus: Jul. 29
  - E-News AD Date: Aug. 5
- **Education & Training, Automation Software**
  - Product Focus: Jul. 8
  - E-News AD Date: Jul. 15
- **Energy Management, Enclosures & Workstations**
  - Product Focus: Jul. 15
  - E-News AD Date: Jul. 22
- **Top of the Month**
  - Product Focus: Jul. 18
  - E-News AD Date: Jul. 25
- **Test & Measurement, Motion Control**
  - Product Focus: Jul. 22
  - E-News AD Date: Jul. 29

### AUGUST
- **Machine Safety, Programmable Control**
  - Product Focus: Aug. 29
  - E-News AD Date: Aug. 5
- **Automation Software, Connectivity**
  - Product Focus: Aug. 8
  - E-News AD Date: Aug. 12
- **Motors & Drives, Power Supplies**
  - Product Focus: Aug. 12
  - E-News AD Date: Aug. 19
- **Themed e-News: Artificial Intelligence**
  - Product Focus: Aug. 17
  - E-News AD Date: Aug. 24
- **Robotics, Hydraulics & Pneumatics**
  - Product Focus: Aug. 19
  - E-News AD Date: Aug. 26
- **Top of the Month**
  - Product Focus: Aug. 22
  - E-News AD Date: Aug. 29

### SEPTEMBER
- **HMI/Operator Interface, Automation Software**
  - Product Focus: Sep. 2
  - E-News AD Date: Sep. 9
- **Machine Safety, Test & Measurement**
  - Product Focus: Sep. 9
  - E-News AD Date: Sep. 16
- **Education & Training, Wire & Cable, Wireless Technology & Security**
  - Product Focus: Sep. 16
  - E-News AD Date: Sep. 23
- **Top of the Month**
  - Product Focus: Sep. 19
  - E-News AD Date: Sep. 26

### OCTOBER
- **Energy Management, Communications & Networking**
  - Product Focus: Oct. 30
  - E-News AD Date: Oct. 7
- **Machine Safety, Programmable Control**
  - Product Focus: Oct. 7
  - E-News AD Date: Oct. 14
- **Education & Training, Power Supplies, Motion Control**
  - Product Focus: Oct. 14
  - E-News AD Date: Oct. 21
- **Test & Measurement, Wire & Cable**
  - Product Focus: Oct. 21
  - E-News AD Date: Oct. 28
- **Top of the Month**
  - Product Focus: Oct. 24
  - E-News AD Date: Oct. 31

### NOVEMBER
- **Automation Software, Connectivity**
  - Product Focus: Nov. 28
  - E-News AD Date: Oct. 28
- **Electronic Components, Robotics**
  - Product Focus: Nov. 4
  - E-News AD Date: Nov. 11
- **Enclosures & Workstations, Programmable Control**
  - Product Focus: Nov. 11
  - E-News AD Date: Nov. 18
- **Themed e-News: Connected Manufacturing**
  - Product Focus: Nov. 16
  - E-News AD Date: Nov. 23
- **HMI/Operator Interface, Automation Software**
  - Product Focus: Nov. 18
  - E-News AD Date: Nov. 25
- **Top of the Month**
  - Product Focus: Nov. 21
  - E-News AD Date: Nov. 28

### DECEMBER
- **Machine Safety, Motors & Drives, Motion Control**
  - Product Focus: Nov. 25
  - E-News AD Date: Dec. 2
- **Hydraulics & Pneumatics, Machine Vision & Sensors**
  - Product Focus: Dec. 2
  - E-News AD Date: Dec. 9
- **Process Control, Test & Measurement**
  - Product Focus: Dec. 9
  - E-News AD Date: Dec. 16
- **Top of the Month**
  - Product Focus: Dec. 12
  - E-News AD Date: Dec. 19
- **Top of the Year**
  - Product Focus: Dec. 22
  - E-News AD Date: Dec. 29

---

**Benefits**
- Highly-targeted branding
- Direct-response with click-through capabilities
- Association with related editorial content/news
- Interaction with a highly-engaged opt-in audience

**Ad sizes (pixels):**
- Sponsored spotlight
  - Headline, blurb (75 words), link, image (300 x 250)*
  - Net Rate/Issue: $1,400
- Big Box (300 x 250)
  - Net Rate/Issue: $975
- Leaderboard
  - Image 1 (728 x 90) + link
  - Net Rate/Issue: $950
  - Image 2 (300 x 50) + link

*Positions are sold on a first-come, first-served basis.*

---

**Highly-tar geted branding**
- Direct-response with click-through capabilities
- Association with related editorial content/news
- Interaction with a highly-engaged opt-in audience

Deliver your sales message right to buyer inboxes. Reach more than 21,500 (opt-in) email subscribers with our weekly e-newsletters, often achieving open rates exceeding 25%.

**Editorial subject to change without notice**
E-NEWSLETTERS

MARKET TAKEOVER

Use Manufacturing AUTOMATION’s **bonus e-Newsletter mailings** to let Canadian machine builders, component manufacturers, system integrators, end-users, contractors and consultants know about your company’s market-specific products, technologies, systems, solutions and industry **EXPERTISE!**

**THEMED E-NEWSLETTERS**

MA’s Themed e-Newsletter offers our readers with news, articles and insights on a particular technology in the manufacturing industry, while offering advertisers the opportunity to connect their brands with a particular industry theme.

- **What You Get**
  - Exclusive takeover of e-Newsletter
  - 3 ad positions: 2 leaderboards, 1 Sponsored Spotlight
  - 2 links in Sponsored Content section (drives traffic back to your site)
  - Lead generation report following Themed e-Newsletter deployment

**COST: $1,500**

**2020 SCHEDULE**

- **FEBRUARY**
  - INDUSTRIAL NETWORKS
  - **Release Date:** Feb 24

- **APRIL**
  - MACHINE SAFETY
  - **Release Date:** May 25

- **AUGUST**
  - ARTIFICIAL INTELLIGENCE
  - **Release Date:** Aug 24

- **NOVEMBER**
  - CONNECTED MANUFACTURING
  - **Release Date:** Nov 23

**TOP OF THE MONTH**

MA’s Top of the Month e-Newsletter offers our readers a recap of that month’s most popular industry articles/news from MA’s highly visited website. Top of the Month (released the last Saturday of every month) provides one company the opportunity to takeover an e-Newsletter with exclusive advertising throughout.

- **What You Get**
  - Exclusive takeover of e-Newsletter
  - 3 ad positions: 2 leaderboards, 1 Sponsored Spotlight
  - 2 links in Sponsored Content section (drives traffic back to your site)
  - Lead generation report following Themed e-Newsletter deployment

**COST: $1,500**
Robotics Insider

This quarterly digital e-book offers trends, case studies, market insights and product information to machine builders, component manufacturers, end-users and system integrators in the robotics industry. The horizontal format enables you to include a wide variety of digital assets with your ad creative, including infographics, video, brochures, etc.

2020 Issues (Ad Deadline)
APRIL - March 13 • JUNE - May 15 • SEPTEMBER - August 7 • NOVEMBER - October 9

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<thead>
<tr>
<th>AD SIZE</th>
<th>Dimensions (width x depth)</th>
<th>1x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page – (Full Screen)</td>
<td>11.2” x 7”</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/2 – Page Vertical</td>
<td>5.6” x 7”</td>
<td>$1,450</td>
</tr>
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</table>

Technology Handbooks

MA’s Technology Handbooks are a series of digital magazines that focus on a single product category within Canada’s manufacturing industry. Posted on MA’s website as an interactive flip-style magazine, our Technology Handbooks provide specific market and product information, as well as trends within that specific product category, to machine builders, component manufacturers, end-users and system integrators.

2020 Issues (Ad Deadline)
MARCH
Sensors February 7
MAY
Internet of Things April 9
JUNE
HMI & Operator Interface May 8
SEPTEMBER
Connected Manufacturing August 14
OCTOBER
Motion Control September 11
NOVEMBER
DECEMBER
Machine Safety November 6

Each Technology Handbook will be promoted via:
- MA’s weekly e-newsletter sent to more than 21,500 opt-in subscribers (open rate: 25%)
- Dedicated e-blasts sent to subscribers
- Online ads on AutomationMag.com
- Twitter: @AutomationMag

Advertisers in each Technology Handbook receive the following:
- Full-page ad – 8” x 10.75”
- 500- to 600-word article supplied by customer, posted opposite ad (article to include logo and one other graphic); article can focus on thought leadership, company expertise, technology and automation solutions, or consist of a company profile, case study or Q&A interview with a company representative

COST - $1,150
ONLINE OPPORTUNITIES

AUTOMATIONMAG.COM

Online display advertising is one of the foundations of digital media and keeps your brand and message in plain sight of online visitors. It’s a simple yet effective method of gaining exposure among potential customers and creating clicks to your website.

<table>
<thead>
<tr>
<th>Ad sizes (pixels):</th>
<th>Net Rate/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper 550 px (w) x 684 px (h)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Super Big Box 300 px (w) x 600 px (h)</td>
<td>$1,900</td>
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<tr>
<td>Big Box 300 px (w) x 250 px (h)</td>
<td>$1,120</td>
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<tr>
<td>Leaderboard* 728 px (w) x 90 px (h)</td>
<td>$1,120</td>
</tr>
<tr>
<td>In-Line Billboard 970 px (w) x 250 px (h)</td>
<td>$1,900</td>
</tr>
</tbody>
</table>

*Rotating & ROS

BENEFITS
- Generate brand awareness
- Promote new products and events
- Drive new traffic to your website or online store
- Maximize your marketing message throughout the website

SPONSORED CONTENT

Position your company as an expert and a leader among our audience with this integrated content marketing package! You’ll get increased engagement and time spent with your brand when the reader interacts with valuable content.

What You Get
- 1-2 page article written in MA style by an MA freelancer
- Article highlighted in one print edition
- Sponsored Spotlight in e-Newsletter
- Sponsored Content article in e-Newsletter
- Article posted on automationmag.com
- 2 social media posts

Contact Klaus Pirker for more details and rates

WEBINAR
- Our team promotes, moderates and hosts the presentation.
- Reach new leads and prospects and demonstrate your thought leadership.
- A range of pricing is available depending on the level of input from the sponsor

Contact Klaus Pirker for more details and rates

CUSTOM VIDEO

Interview/Product Video - $1,500
Professional-quality interviews or product showcases produced in our onsite studio will tell your story the way it needs to be told for your audience. Finished 1-2 minute video includes up to 2 interviews with company reps and use of supplied product photos and b-roll.

Corporate Video – Starting at $2,500
Filmed on location at your office or facility, our corporate video package tells the story of your business. Finished 2-3 minute video includes four hours onsite, an interview with up to 4 company reps, product and facility b-roll, use of supplied product photos.
E-PRODUCTS

CUSTOM E-BLAST (CUSTOM E-NEWSLETTER)

Promote events, white papers and new products, and boost your web traffic with a custom e-blast, our custom e-newsletter. Reach more than 17,000 opt-in email subscribers, plus receive lead generation reports following deployment.

Image Dimensions: (W x H) 558 x variable (or custom HTML copy instead)
1: $2,575 net • 2 or more: $2,250 net (per e-blast)

LEAD GENERATION
(E-NEWS, E-BLASTS, MA CONNECTS AND TECHNOLOGY HANDBOOKS)

Two weeks after deployment, we will provide complete metrics, including open rates and a click-through report. We will also provide all contact information — excluding email addresses — from those that clicked on your ad. Reports include a name, job title, company, phone number, number of clicks, address, company size and NAICS code.

CONTENT WEEKS

Ask about our content week opportunities! Purchase a package whereby we combine our digital properties (ex. e-Blast, Technology Handbook, webinar, video, etc.) around a single topic relating to your company (ex. machine safety or industrial networks) and get editorial coverage every day for a week! We’ll match up related new and archival editorial articles on best practices, technical information and solutions — and promote you as a sponsor. Contact Klaus Pirker for rates.

MA CONNECTS

Need attendees for your seminar, training course or online demo? Want to drive traffic to a particular white paper, product or website? Whatever your message, promote it with Connects, one of our publication’s most cost-effective advertising opportunities, with a reach of more than 19,940 opt-in email subscribers.

Connects Profile Includes:

- Headline: 5-10 words max.
- Description of your Product or Service:
  • 50 words min.
  • 75 words max.
- Link to URL of your choice
- Image of Product or Service:
  Image (WxH pixels): 300x300 Max file size: 40kb
- Accepted file types: GIF, JPG, PNG

COST $795

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