

2021 Digital Advertising Specifications

PLEASE SUBMIT CREATIVE SPECS one week prior to run date to materials@automation.com

Advertising Item	Creative Specs
Welcome Banner Home Page and Run-of-Site (ROS)	<ul style="list-style-type: none"> • 640 x 480 (px) File Size: 100K or less. File formats accepted: JPG, GIF, PNG, HTML5, or 3rd Party Ad Tags • URL
Featured Product Your product ad will be featured on the Automation.com home page, news & product pages, and applicable portal pages	<ul style="list-style-type: none"> • Image: 500x313 pixel image (formats: GIF, JPG, or PNG) • Preview text: 120 characters (including spaces) • Headline: 30 characters (including spaces) • Full description of product (unlimited length, take up space for an entire webpage) • Call-to-action (Learn More, etc). • URL
Top Leaderboard Home Page and Run-of-Site (ROS)	<ul style="list-style-type: none"> • 728 x 90 (px) or 970 x 90 (px) File Size: 100K or less. File formats accepted: JPG, GIF, PNG, HTML5, or 3rd Party Ad Tags • URL
Top Boombox Home Page and Run-of-Site (ROS)	<ul style="list-style-type: none"> • 300 x 250 (px) File Size: 100K or less. File formats accepted: JPG, GIF, PNG, HTML5, or 3rd Party Ad Tags • URL
Wide Skyscraper Home Page and Run-of-Site (ROS)	<ul style="list-style-type: none"> • 300 x 600 px banner File Size: 100K or less. File formats accepted: JPG, GIF, PNG, HTML5, or 3rd Party Ad Tags • URL
Boombox 1 Home Page and Run-of-Site (ROS)	<ul style="list-style-type: none"> • 300 x 250 (px) File Size: 100K or less. File formats accepted: JPG, GIF, PNG, HTML5, or 3rd Party Ad Tags • URL
Boombox 2 Home Page and Run-of-Site (ROS)	<ul style="list-style-type: none"> • 300 x 250 (px) File Size: 100K or less. File formats accepted: JPG, GIF, PNG, HTML5, or 3rd Party Ad Tags • URL
Boombox 3 Home Page and Run-of-Site (ROS)	<ul style="list-style-type: none"> • 300 x 250 (px) File Size: 100K or less. File formats accepted: JPG, GIF, PNG, HTML5, or 3rd Party Ad Tags • URL

<p>Automation Insights Newsletter</p> <p>Sole-Sponsor – provide two ads</p>	<ul style="list-style-type: none"> • Sponsored By: {specify exact name of company to list here} • Image: 300 wide x 250 high pixel image • URL --OR-- • Sponsored By: {specify exact name of company to list here} • Image: 300x188 pixels (Image Formats: .jpg, .gif, or.png. No animated .gif files please) • Headline: 50 <i>characters</i> (including spaces) • Body Text: 250 <i>characters</i> (including spaces) • Call-to-action Text (Learn more, Get more information, etc). • URL
<p>InTech Plus Newsletter</p> <p>Sole-Sponsor – provide two ads</p>	<ul style="list-style-type: none"> • Sponsored By: {specify exact name of company to list here} • Image: 300 wide x 250 high pixel image • URL --OR-- • Sponsored By: {specify exact name of company to list here} • Image: 300x188 pixels (Image Formats: .jpg, .gif, or.png. No animated .gif files please) • Headline: 50 <i>characters</i> (including spaces) • Body Text: 250 <i>characters</i> (including spaces) • Call-to-action Text (Learn more, Get more information, etc). • URL
<p>[topical] Newsletter</p> <p>Sole-Sponsor – provide two ads</p>	<ul style="list-style-type: none"> • Sponsored By: {specify exact name of company to list here} • Image: 300 wide x 250 high pixel image • URL --OR-- • Sponsored By: {specify exact name of company to list here} • Image: 300x188 pixels (Image Formats: .jpg, .gif, or.png. No animated .gif files please) • Headline: 50 <i>characters</i> (including spaces) • Body Text: 250 <i>characters</i> (including spaces) • Call-to-action Text (Learn more, Get more information, etc). • URL
<p>Spotlight Newsletter</p> <p>Enhanced Sponsorship (with lead generation)</p>	<ul style="list-style-type: none"> • Sponsored By: {specify exact name of company to list here} • Image: 300x188 pixels (Image Formats: .jpg, .gif, or.png. No animated .gif files please) • Headline: 50 <i>characters</i> (including spaces) • Body Text: 150 <i>characters</i> (including spaces) • Call-to-action Text (Learn more, Get more information, etc). • URL
<p>Spotlight Newsletter</p> <p>Standard Sponsorship (with lead generation)</p>	<ul style="list-style-type: none"> • Sponsored By: {specify exact name of company to list here} • Image: 300x188 pixels (Image Formats: .jpg, .gif, or.png. No animated .gif files please) • Headline: 50 <i>characters</i> (including spaces) • Body Text: 150 <i>characters</i> (including spaces) • Call-to-action Text (Learn more, Get more information, etc). • URL
<p>Spotlight e-Newsletter</p> <p>Resource Sponsorship (without lead generation)</p>	<ul style="list-style-type: none"> • Sponsored By: {specify exact name of company to list here} • Image: 300x188 pixels (Image Formats: .jpg, .gif, or.png. No animated .gif files please) • Headline: 50 <i>characters</i> (including spaces) • Body Text: 150 <i>characters</i> (including spaces) • Call-to-action Text (Learn more, Get more information, etc). • URL

<p>White Paper Alert</p> <p>Note: You will receive lead information on the subscribers that have clicked on your white paper. Contact information will be based on the information we have already captured in our subscriber database. Leads will be emailed to you in an Excel spreadsheet from Cathi Merritt, cmerritt@automation.com.</p>	<ul style="list-style-type: none"> • White Paper: PDF of the white paper OR link to white paper • Image: 300x188 pixels (Image Formats: .jpg, .gif, or.png. No animated .gif files please) • Title of white paper: 50 <i>characters</i> (including spaces) • Author of white paper • Preview description: 300 <i>characters</i> (including spaces)
<p>Video Alert</p> <p>Note: You will receive lead information on the subscribers that have clicked on your video. Contact information will be based on the information we have already captured in our subscriber database. Leads will be emailed to you in an Excel spreadsheet from Cathi Merritt, cmerritt@automation.com.</p>	<ul style="list-style-type: none"> • Video: Video file (Formats: AVI, MOV, WMV, MP4, or FLV) OR link to video in YouTube • Image: 300x188 pixels (Image Formats: .jpg, .gif, or.png. No animated .gif files please) • Title of video: 50 <i>characters</i> (including spaces) • Preview description: 300 <i>characters</i> (including spaces)
<p>Custom e-Message (List Rental)</p> <ul style="list-style-type: none"> • <i>Automation.com</i> will send a provided email message to a specified segment of our subscribers who have opted to receive advertisements from product/service suppliers. • Distribution list can be segmented by geography, job title, company type and industry. 	<p>HTML File</p> <p>Please provide your email message in an .HTML formatted file.</p> <p>Any images contained in the HTML file should be hosted (and referenced) on your own web site.</p> <p>Be sure to 'validate' your HTML file to check for HTML coding errors.</p> <p>Text Only File</p> <p>Also send a text only file for those subscribers receiving text-only messages.</p> <p>Subject line</p> <p>Email Address for test send</p> <p>Please provide all the e-mail addresses to receive the test message. We will send a test message prior to scheduled delivery date for approval.</p>
<p>Platinum Ebook Sponsorship (Article & Ad)</p> <p>Note: You will receive a comprehensive lead report with full contact information on the Automation.com subscribers that downloaded this eBook. Contact information will be based on the information we have already captured in our subscriber database. Leads will be emailed to you in an Excel spreadsheet from Cathi Merritt, cmerritt@automation.com.</p>	<p>Article</p> <ul style="list-style-type: none"> • Submit a non-promotional technical white paper or article that is approximately 1800-2200 words. • Please submit your article in a Word document format. • Include any images as separate files and in a high-resolution format. • Company logo + URL • Please include information about the author of your article. <ul style="list-style-type: none"> ○ High resolution headshot photo (preferably 300 dpi) ○ 350-character description/bio about author <p>Full Page Ad</p> <ul style="list-style-type: none"> • Ad size will be the same as a traditional full-page print ad: 8.5 x 11 inches in portrait layout (no trim or bleeds necessary) • Ad can include click-through links. • Company logo + URL

<p>Content Ebook Sponsorship (Article only)</p> <p>Note: You will receive a comprehensive lead report with full contact information on the Automation.com subscribers that downloaded this eBook. Contact information will be based on the information we have already captured in our subscriber database. Leads will be emailed to you in an Excel spreadsheet from Cathi Merritt, cmerritt@automation.com.</p>	<p>Article</p> <ul style="list-style-type: none"> • Submit a non-promotional technical white paper or article that is approximately 1800-2200 words. • Please submit your article in a Word document format. • Include any images as separate files and in a high-resolution format. • Also submit a high-resolution logo. • Please include information about the author of your article. <ul style="list-style-type: none"> ○ High resolution headshot photo (preferably 300 dpi) ○ 350-character description/bio about author
<p>Full Page Ad Ebook Sponsorship (Ad only)</p> <p>Note: You will receive a comprehensive lead report with full contact information on the Automation.com subscribers that downloaded this eBook. Contact information will be based on the information we have already captured in our subscriber database. Leads will be emailed to you in an Excel spreadsheet from Cathi Merritt, cmerritt@automation.com.</p>	<p>Full Page Ad</p> <ul style="list-style-type: none"> • Ad size will be the same as a traditional full-page print ad: 8.5 x 11 inches in portrait layout (no trim or bleeds necessary) • Ad can include click-through links. • Also submit a high-resolution logo.
<p>Directory Listing Options:</p> <ul style="list-style-type: none"> • Web-Enabled Listing • Web-enabled listing + Company Portal upgrade • Featured Company 	<ul style="list-style-type: none"> • To set up a Directory Listing on Automation.com, click here