

White Paper CONNECTION

Take your White Paper to the next level. Participate in the **Control Engineering White Paper Connection** program to elevate and drive traffic to your intellectual assets.

IN PRINT

January, March, April, July, October and December 2021

issues: Sponsor one full-page or half-page in our White Paper Connection program summarizing your white paper and directing viewers to read the full white paper online.

ONLINE

eNewsletter: The white papers will be promoted in the *Control Engineering White Paper Connection eNewsletter* to a list of over 27,000 subscribers.

Website: A link will reside on our homepage leading to our white paper library.

PRICING

Full-Page: Monthly advertisers: \$4,500 (NET), non-advertisers: \$6,500 (NET)

Half-Page: All advertisers: \$3,500 (NET)

MATERIALS CONTACT

Send all material to Judy Hall at: jhall@cfemedia.com

AD MATERIAL DEADLINES

12/11/20 for JANUARY	6/11/21 for JULY
2/12/21 for MARCH	9/17/21 for OCTOBER
3/12/21 for APRIL	11/12/21 for DECEMBER

CONTACT YOUR CFE MEDIA AND TECHNOLOGY MARKETING CONSULTANT TO RESERVE YOUR SPACE.

Questions? Please contact: Ellie Clare, Client Service Manager, eclare@cfemedia.com.

DELIVERABLES

Control Engineering will create your White Paper Connection ad according to our existing template. **All advertisers, regardless of size must supply the following:**

Title of white paper, author byline (name and title/company), and contact e-mail and website address to appear at the bottom of the page.

- Company logo in high-res eps vector (Adobe Illustrator) format. High res jpeg or tiff format acceptable.
- Your complete white paper in PDF format.
- A 30-word brief description of the white paper.

Full-Page Advertisers:

- Provide **325 words** of text summarizing content of white paper.
- Provide one high-resolution image (300 dpi or higher, approximately four inches wide). May be a chart, drawing or photograph of your choice relating to white paper content. This graphic will be in addition to the image of our white paper cover which is automatically included in all profiles.

Half-Page Advertisers:

- Provide **200 words** of text summarizing content of white paper.

THREE HOSTING OPTIONS **IMPORTANT!**

1. Advertiser can choose to host the white paper on their own site. If you choose to host on your own website, please supply URL for download instructions. Ex: "Download this paper at www.xy.com/whitepaper" this hyperlink will appear in your profile ad.
2. Advertiser hosts the white paper, but has *Control Engineering* set up a registration page which redirects reader to client site. This URL must be set up and provided to Judy Hall *before* layout is created.*
3. *Control Engineering* hosts the white paper on www.controleng.com and sets up registration so leads can be provided to client. URL for this page must be provided to Judy Hall *before* layout is created.*

* **Hosting options two and three require advance notice, and have an additional charge of \$1,500. Please alert your regional sales manager as soon as space is reserved.**

